

OUR PRICE
\$5.99
CHEAP!

MAD

NO. 36
APR
2024

Love
STINKS
Issue

MADMAG.COM



ORIGINALLY PUBLISHED MAD #113, MAR 1970
ARTIST NORMAN MINGO

MAD

NO. 36 APRIL 2024

WILLIAM M. GAINES FOUNDER

SUZIE HUTCHINSON ART DIRECTOR

DEWN MENDOZA ASSOCIATE ART DIRECTOR



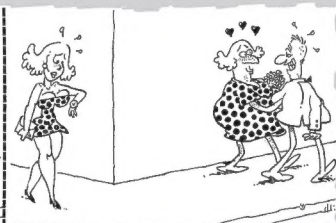
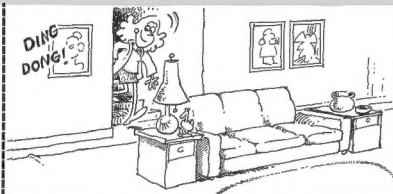
- 02** A MAD Look at Dating, MAD #271, Jan 1987
05 Spy Vs. Spy Vs. Spy, MAD #93, Mar 1965
06 Senseless in Seattle (A MAD Movie Parody), MAD #324, Jan 1994
10 Romance: Before & After the Economic Slump, MAD #510, Aug 2011
12 One Beautiful Evening Last May, MAD #177, Sep 1973
14 The MAD Reader's Sex Survey, MAD #4, A MAD Extra, 1984
16 The Young Man's Guide to Successful Mail Romance, MAD #100, Aug 2007
18 When Not to Use Famous "Pick-Up" Lines, MAD #236, Mar 1981
20 A Second-Rate Etiquette Guide to Trailer Trash Dating, MAD #948, Dec 2004
23 Dating a True Crime Fanatic, MAD #710, Dec 2004
24 The Lighter Side of Summer Romances, MAD #40, Dec 1964
28 The MAD Etiquette Guide to Modern Workplace Romances, MAD #412, Dec 2001
30 Sluts in the City (A MAD TV Parody), MAD #407, Jul 2001
35 The Inseparable, Insufferable Couple, MAD #9, Oct 1978
36 The MAD Love Book, MAD #138, Oct 1970
39 Love Corruption (A MAD TV Parody), MAD #310, Apr 1992
43 Closer Encounters, MAD #11, Feb 2020
45 A MAD History of Sex, MAD #169, Sep 1974
49 Romance is Dead Dept., Why Shovels Are the Must-have Item This Valentine's Day
51 MAD's Maddest Artist Takes a Look at a Fairy Tale, MAD #129, Sep 1969
52 MAD's "Romance-Love-Relationship" Book, MAD #197, Mar 1978
55 Spy Vs. Spy Vs. Spy, MAD #98, Dec 1965
56 'Tis Better to Have the Last Laugh!, MAD #3, Oct 2018, & MAD #9, Oct 2019



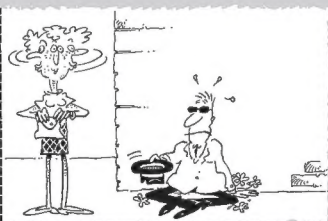
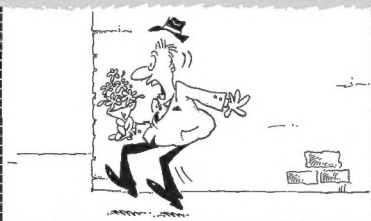
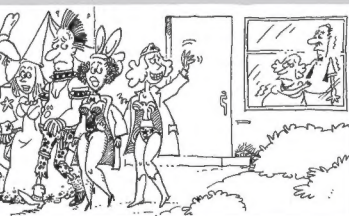
CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots
INSIDE BACK COVER A MAD Fold-In by Johnny Sampson
VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés
COVER ARTIST Mark Frederickson

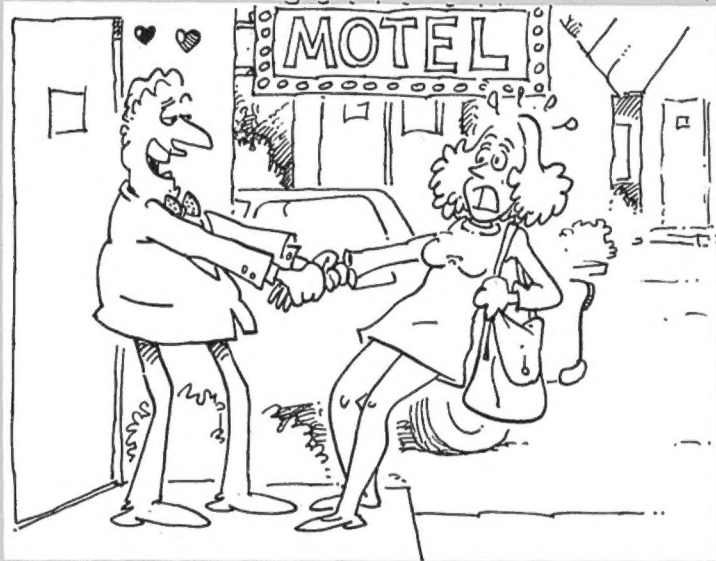
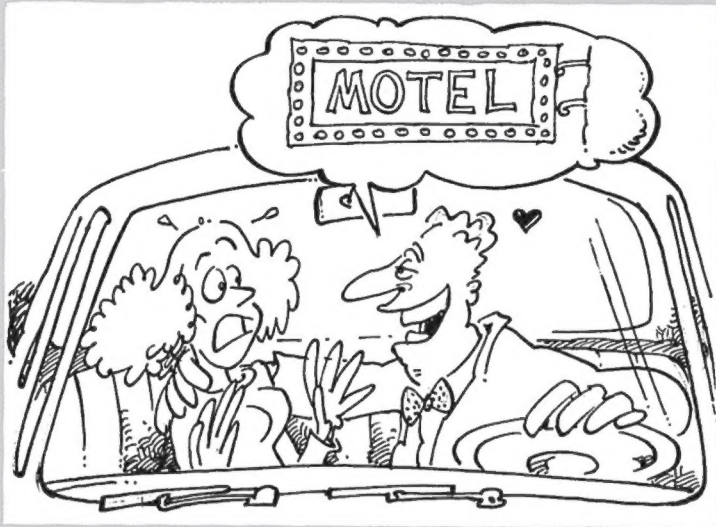
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

CONTENTS



A MAD LOOK AT DATING

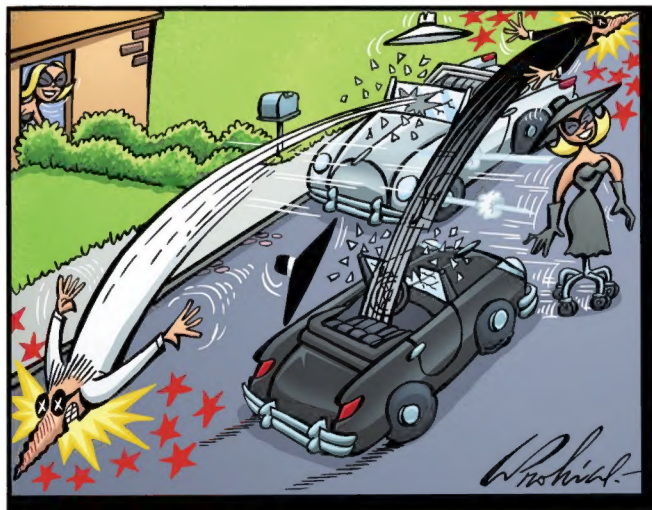
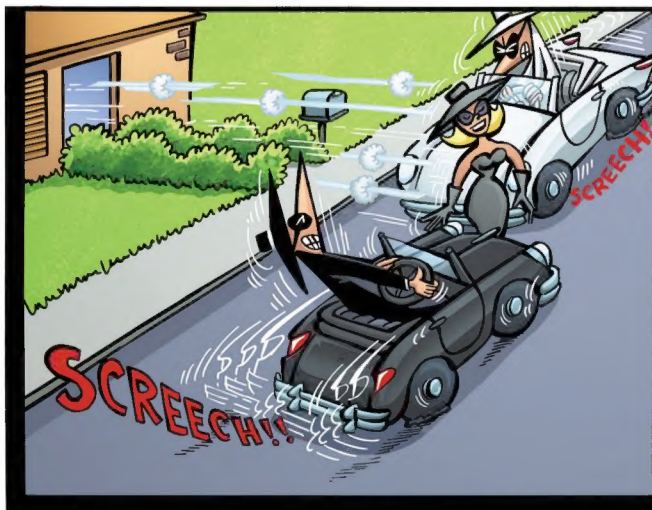
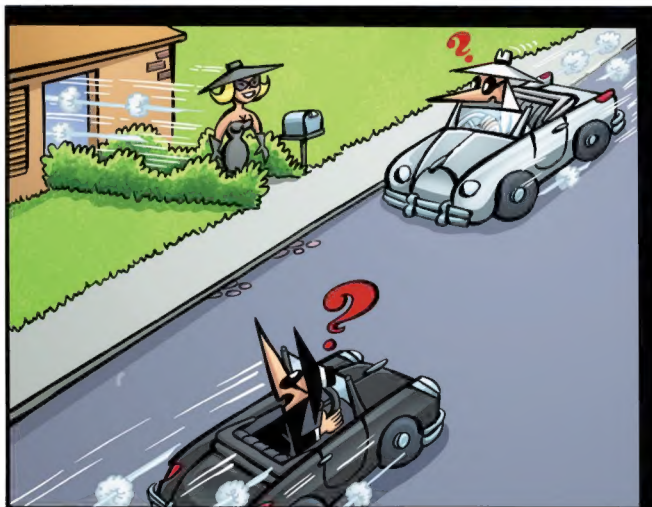
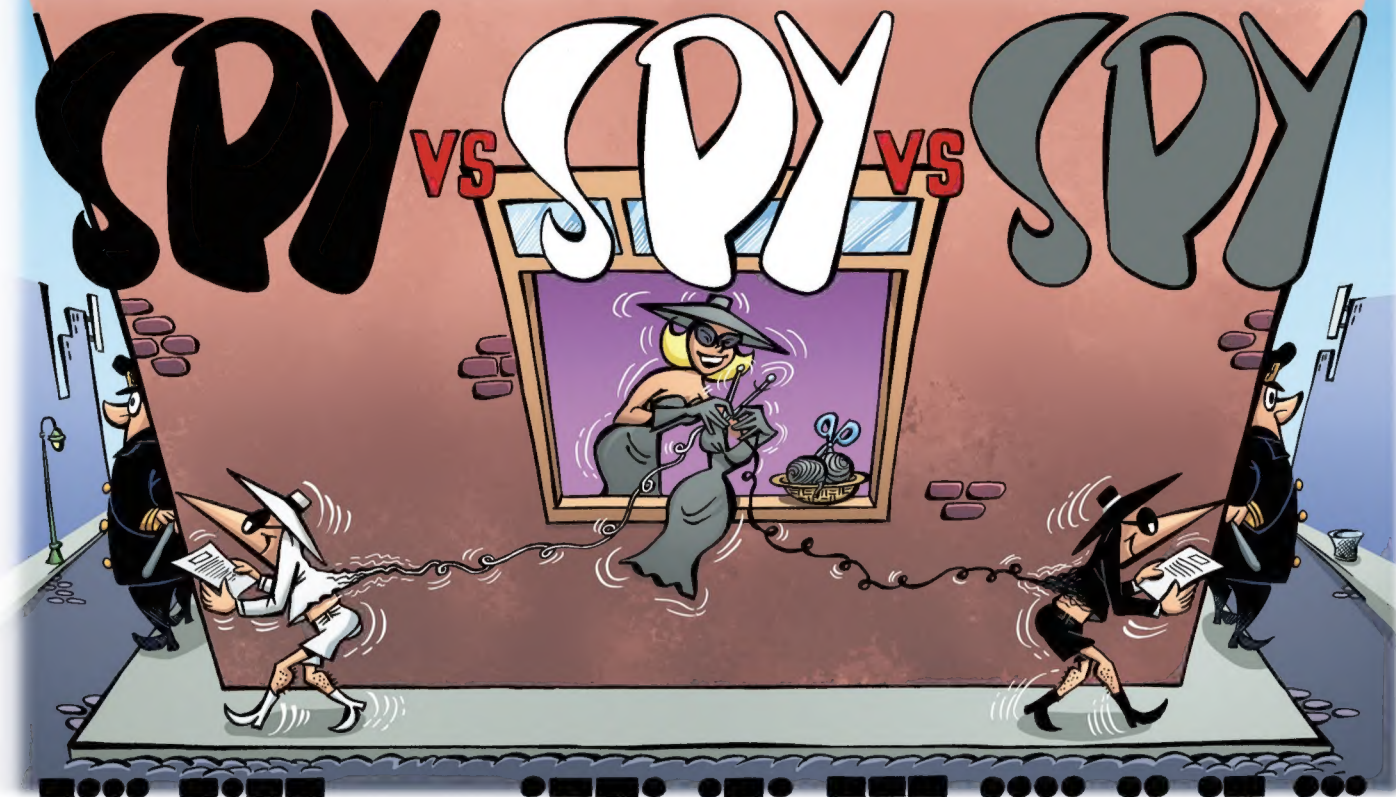




ORIGINALLY PUBLISHED IN MAD #271, JUN 1987

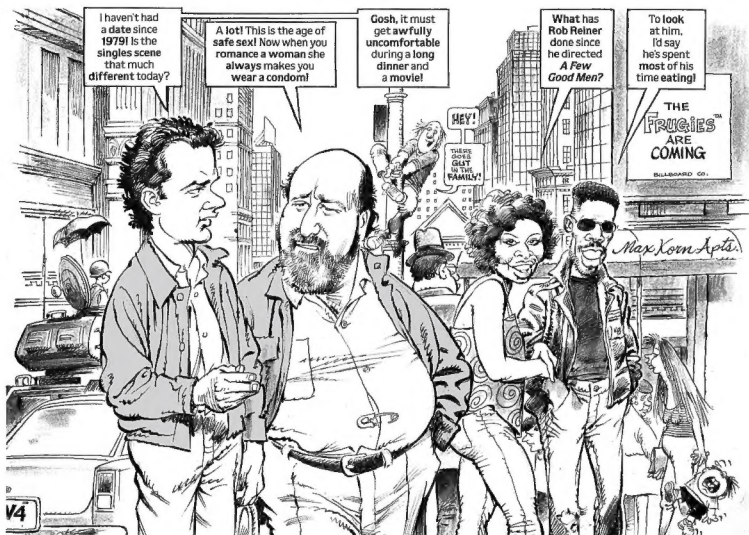


ARAGONÉS 87



ORIGINALLY PUBLISHED IN MAD #93, MAR 1965

In a new movie Tom Hanks plays a recently-widowed architect. He's good-looking, warm, charming, and lives in a spectacular house boat in Washington state. Despite all these virtues, the writer of this film would have us believe that Hanks' character has trouble getting dates! In fact, he's reduced to having his 10-year-old son pimp for him on a national call-in radio show! Is it any wonder that we refer to this pathetic Hanks character as...

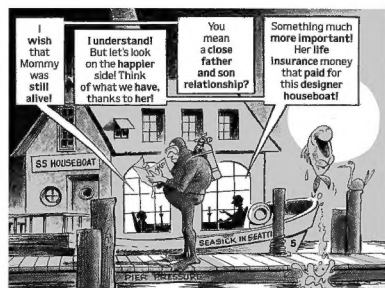
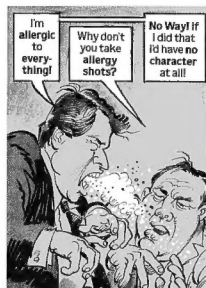
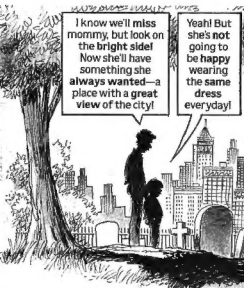


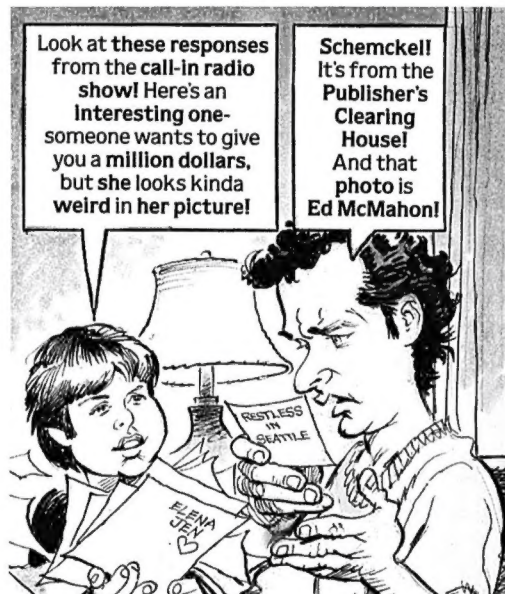
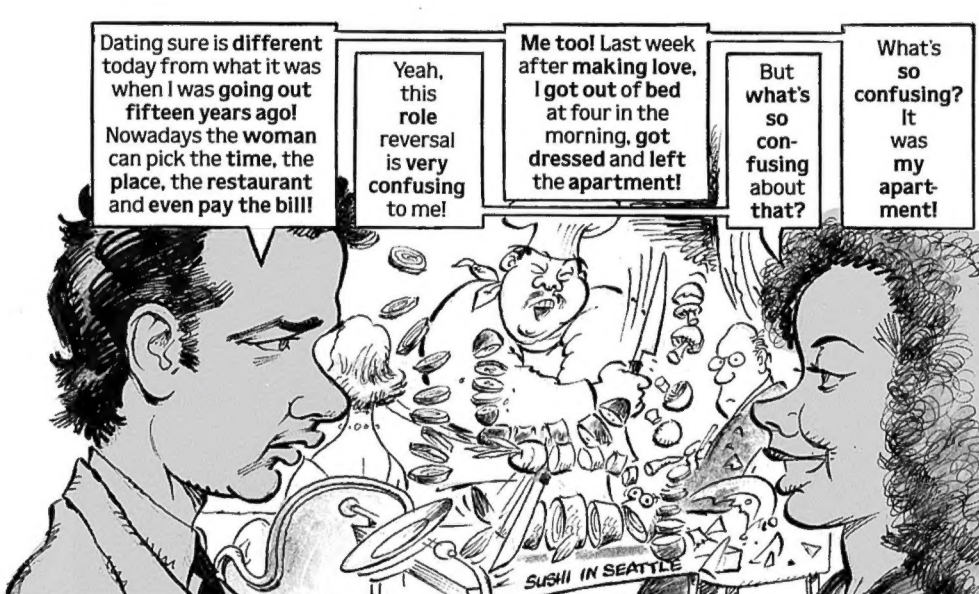
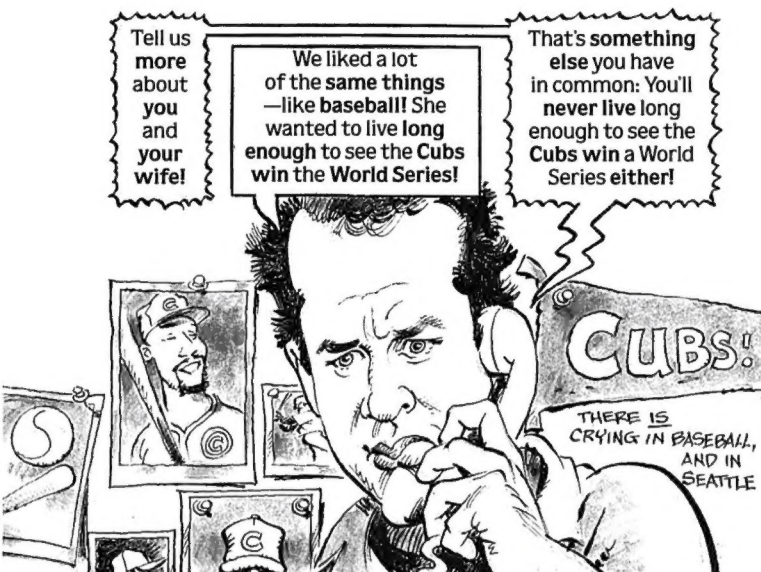
WRITER STAN HART

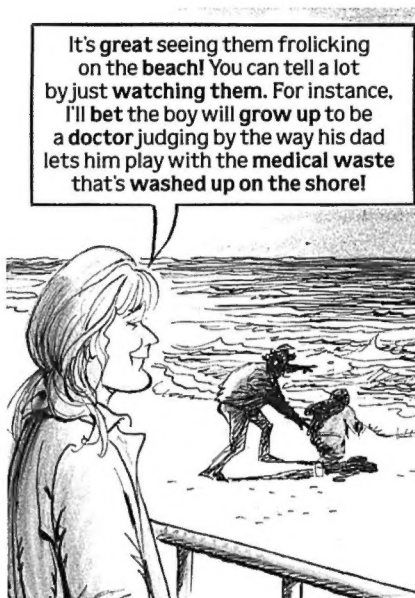
SENSELESS IN SEATTLE



ARTIST MORT DRUCKER







ORIGINALLY PUBLISHED IN MAD #324, JAN 1994

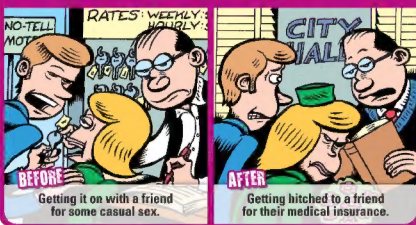


Over the last few years, the Great Recession has caused millions of job losses, benefit cuts, and diets of nothing but Spam. Given that you're probably reading this on a damp piece of cardboard under the expressway, this ain't exactly news to me. But what you may not know is that one of the things most diminished by the recession is romance. For the average shim, those expensive candlelit evenings have gone the way of AIG — and no stimulus package will ever bring them back! So pour a Mason jar of Thunderbird, pull your loved one close, and read...

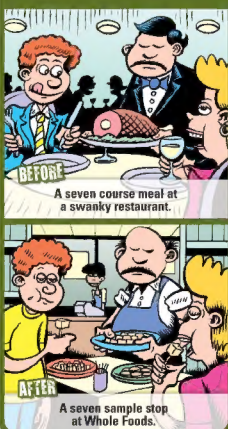
ROMANCE: BEFORE & AFTER THE ECONOMIC SLUMP

WRITER BARRY LIEBMAN ARTIST PETER BAGGE

FRIENDS WITH BENEFITS



IMPORTANT DATE



NUMBER ONE BIRTH CONTROL METHOD



FANTASIES OF YOUR FUTURE TOGETHER



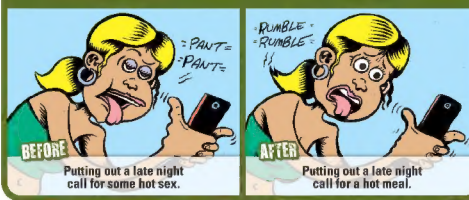
SETTING THE MOOD



DATE PREPARATION



SEXING



MILESTONE TURN-ONS

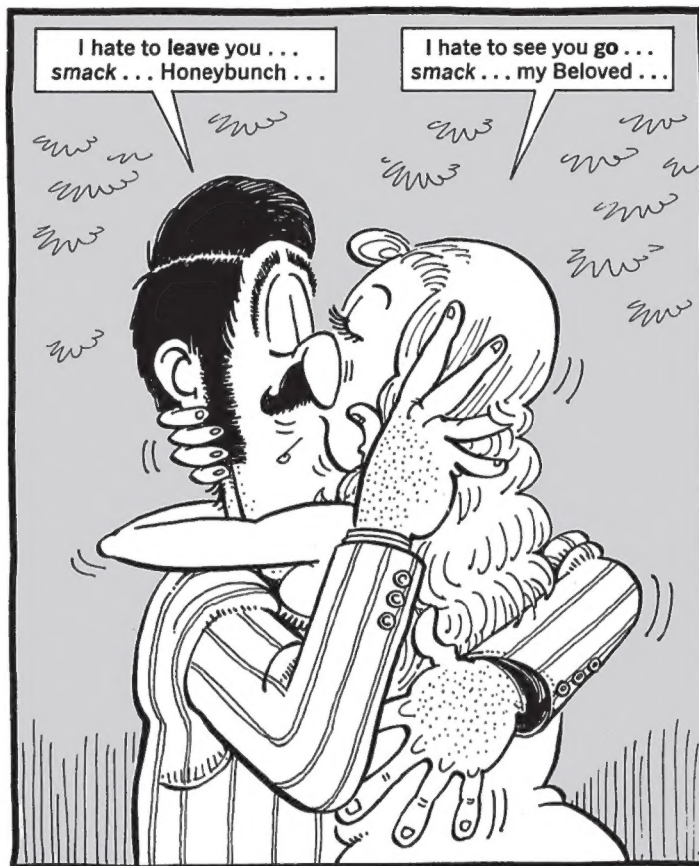
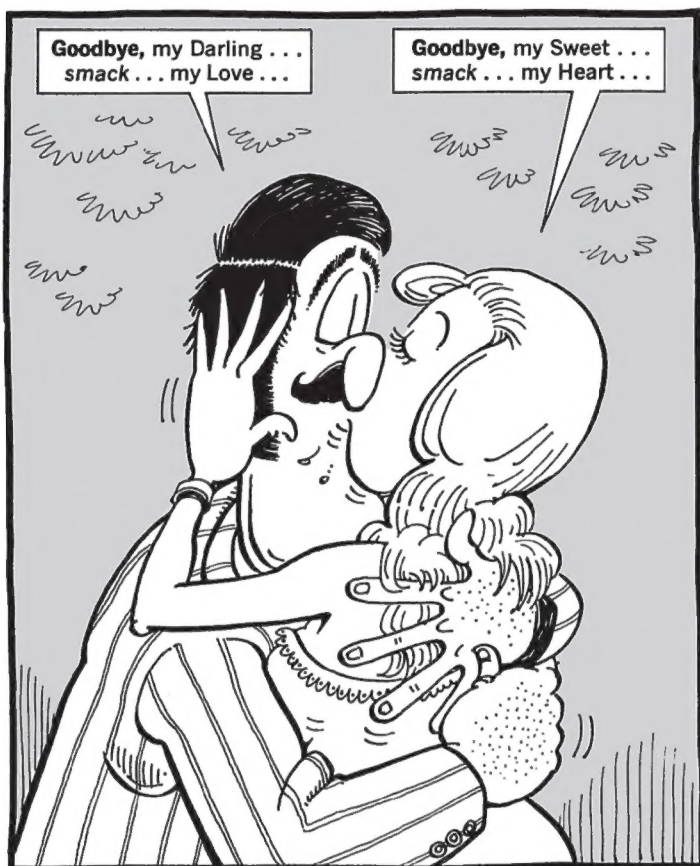


A QUICKIE





ONE BEAUTIFUL EVENING LAST MAY



WRITER & ARTIST **DON MARTIN**



In answer to the sex polls conducted by *Cosmopolitan*, *Redbook*, and *Playboy*, a few months ago *Mad Magazine* surveyed our readership in the form of a questionnaire inserted in every 4 out of 5 issues (it figures—you got the one out of 5 with *no* insert, right?). Well, the figures have been tabulated! We are pleased to present the exciting results of...

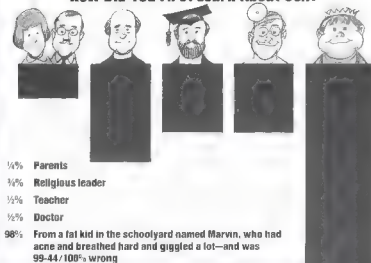
THE MAD READER'S

SEX SURVEY

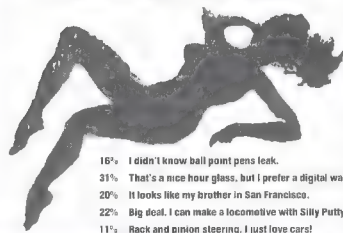
WRITER LARRY SIEGEL

ARTIST BOB CLARKE

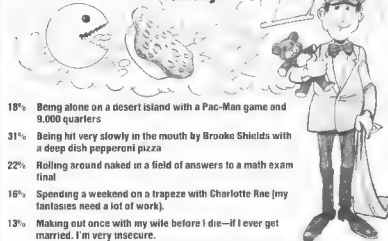
How Did You First Learn About Sex?



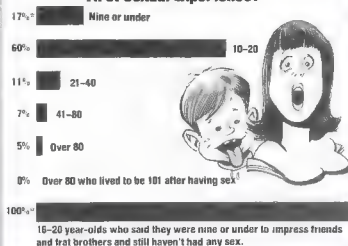
What Was The First Thing That Came To Your Mind When You Saw This Inkblot?



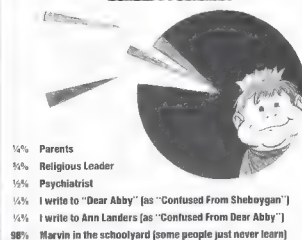
What Is Your Most Exciting Sexual Fantasy?



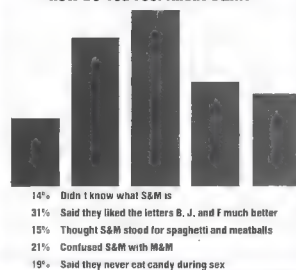
How Old Were You When You Had Your First Sexual Experience?



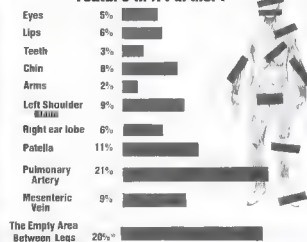
Whom Do You Usually Consult With Your Sexual Problems?



How Do You Feel About S&M?

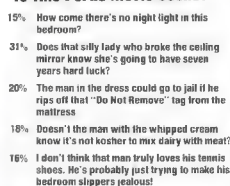


What Do You Find To Be The Sexiest Feature In A Partner?



LEARNED ANATOMY FROM KEN AND BARBIE DOLLS

What's Your Initial Reaction To This Porno Movie Scene?

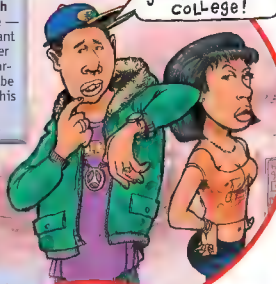


ORIGINALLY PUBLISHED IN MAD '84 A MAD EXTRA, 1984

Yeah, we see you and your friends, slouched around a bench in the food court, wiping boogers on each others' sleeves and wondering why those girls over there won't talk to you. You're in a tough spot (being a MAD reader makes it twice as bad, trust us), but, hey, if Larry the Cable Guy can avoid unemployment and the Red Sox can win the series, maybe even you can pick someone up at the mall! And if this almost statistically impossible scenario actually somehow does happen, you'll probably need to consult...

The Young Man's Guide to SUCCESSFUL MALL ROMANCE

Play it safe and tell the truth about your age — unless you want her to wonder why a 20-year-old needs to be picked up by his mommy at 6:00 sharp.



Yeah, er... my mom's picking me up. I, uh, left my car back at college, yeah, that's it... college!

Unless you want her to know what an immature dweeb you are right off the bat, stay away from Spencer Gifts.



This stuff would go great with the inflatable weenie and big-boob beanbag I have at home!

If you need to rip one, for God's sake hold it in — don't just wait 'til you're near Nathan's and blame it on the deep-fried hot dog nuggets.



Yowza... those weenies really smell like farts, huh?

She might actually think you're intelligent if you take her into Barnes & Noble — but not if you sprint out two minutes later with a Penthouse jammed in your pants.



If your annoying tagalong friend won't leave the two of you alone, it's perfectly acceptable to jam something in his pocket and notify security.



Lipstick? Why would I steal Lipstick?

Even if the prescription is ready, wait 'til next week to pick up your extra-strength backne medication from Rite Aid.



They're kind of white, but with this kind of crazy Pus stuff in the middle... Sort of like tiny jelly donuts.

Two of your finest Cheese Slices my good man!



It's nice to buy the girl a little something at the food court, but not with a wet stack of nickels you trolled from the coin fountain.

Even if it's a part of your normal mall routine, girls usually don't get the same rush out of hocking loogies from the mezzanine.



Yeah! Direct hit!

Opening Lines You'll Want to Avoid:

'Knew, Santa's not the only one in this mall with a warm lap to sit on!

Hey, baby! I don't know about the BATH part, but your BODY WORKS!

I'm calling Mail Security... 'cause you've stolen my Heart!

Forget the Disney Store... I'll give you a Happy Ending!

My escalator goes all the way UP. Know what I mean?



WRITER JACOB LAMBERT
ARTIST RICH POWELL

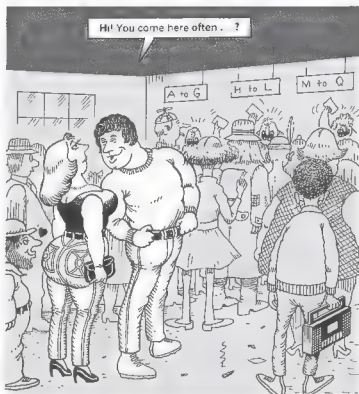
ORIGINALITY PUBLISHED IN MAD MAG. SEP 2007

WHEN NOT TO USE FAMOUS "PICK-UP" LINES

AT A PARTY ...



AT THE UNEMPLOYMENT OFFICE ...



WRITER **CHRIS HART**

AT THE ZOO ...



ARTIST **AL JAFFEE**

IN A HOSPITAL ...



IN A PAROCHIAL SCHOOL ...



ORIGINAL PICK-UP LINES BY MAD MAGAZINE

DURING AN EMERGENCY ...



ON A DESERT ISLAND ...



AT A MASQUERADE ...



IN A MUSEUM OF MODERN ART ...



AT A V.D. CLINIC ...



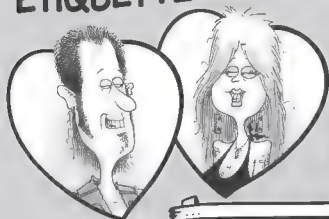
CHICKS WITH HICKS DEPT.

So you've walked out on another failed relationship. Well, not "walked out," so much as "ran out, shirtless and drunk, with officers in hot pursuit." At this point, you've been around the trailer park when it comes to looking for romance and, after two divorces, three name tattoos and five ex-stepchildren, you want to do things right. It's time to clean yourself up and learn a lesson from...

JOHN CALDWELL'S A SECOND-RATE ETIQUETTE GUIDE TO

TRAILER TRASH DATING

WRITER & ARTIST JOHN CALDWELL



A good rule of thumb: if she takes you home to meet her parents, make sure beforehand that at least one of them is not also yours.

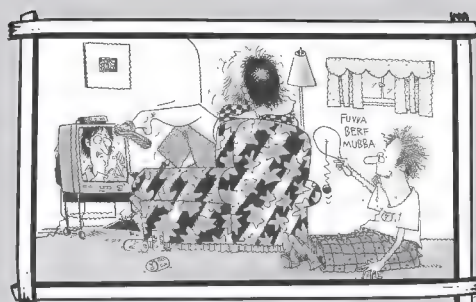


On the first date, never reveal where the space aliens probed you.

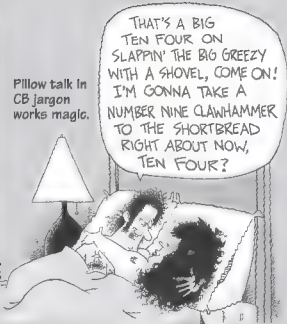


Go out of your way to compliment her.

YOU KNOW, YOU HAVE VERY FEW MUFFLER BURNS FOR A GIRL WHO'S DONE SO MANY BIKERS.



It's considered very thoughtful to bring along a little gift to occupy her severely inbred half-brother while you two make out on the couch.



Pillow talk in CB jargon works magic.

THAT'S A BIG TEN FOUR ON SLAPPIN' THE BIG GREEZY WITH A SHOVEL, COME ON! I'M GONNA TAKE A NUMBER NINE CLAWHAMMER TO THE SHORTBREAD RIGHT ABOUT NOW, TEN FOUR?

When celebrating the anniversary of that special night you first made love, it's not necessary to invite the other seven guys who were also in the back of the van.



Who needs expensive Hallmark cards when you can tell her you love her in urine on a roadhouse wall?

OH BOBBY RAY 'SOB'

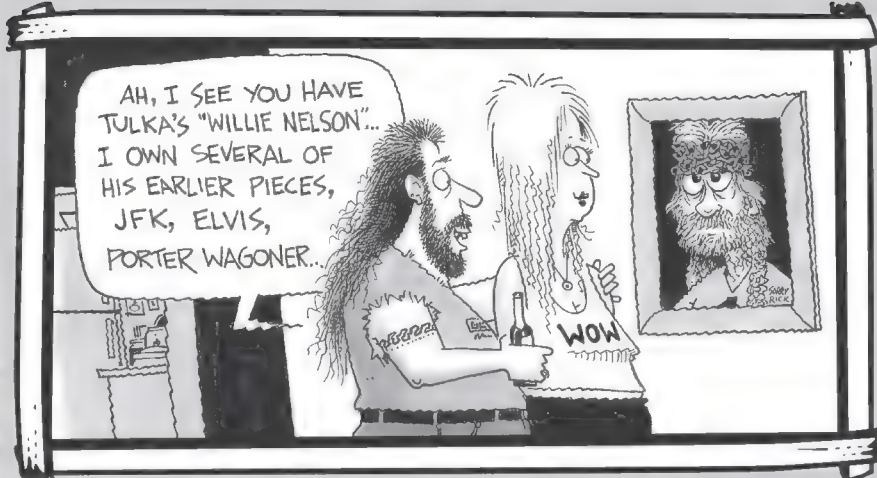


The suave trailer trash Casanova always wipes his date's beer bottle clean after removing the cap with his teeth.

Nothing says
"Forever" like
scraping her
initials in
your plaque
with a
jackknife.



AH, I SEE YOU HAVE
TULKA'S "WILLIE NELSON"...
I OWN SEVERAL OF
HIS EARLIER PIECES,
JFK, ELVIS,
PORTER WAGONER...



Having a working knowledge of black velvet painters is always a plus.



Swap spit, not Skoal.

COMPLIMENTS
SURE TO WIN
THE HEARTS OF
TRAILER TRASH
LADIES

"Man, you really are
beautiful when you're
dry heaving."

"Wow, you get four cans
worth of hold from just
three cans of Aqua Net!"

Do ya travel much —
or do you pretty
much just work this
one truck stop?"

"Wait — you get
your propane from
Skeet's and you
use Big Fred as your
taxidermist?
Me too! Shoot, it's
a small world!"

"You're not just
pretty — you're, like,
'main stage' pretty."

"That neck tattoo's
gonna be real nice once
the infection goes down."

"Correct me if I'm
wrong, but I'm guessin'
you lost that thumb
from fireworks."

When meeting her kids
for that all-important
first time, remember to
bring enough cigarettes
for everybody.

FIK
FIK
FIK...





Her dating profile said she was obsessed with BTK, but you thought that was a sandwich. On your first date, she dusted you for the prints of past lovers, then pinned you to the wall and did a full body search. The first time she met your folks, she served a complete replication of Aileen Wuornos's last meal. You love her with all your heart, but you still don't quite have a handle on...

DATING A TRUE CRIME FANATIC

WRITER REBEKAH BRANDES ARTIST GIDEON KENDALL

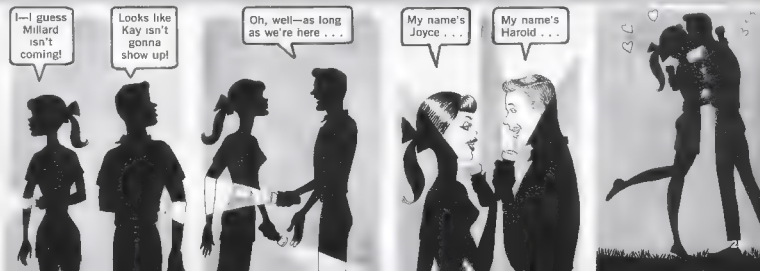
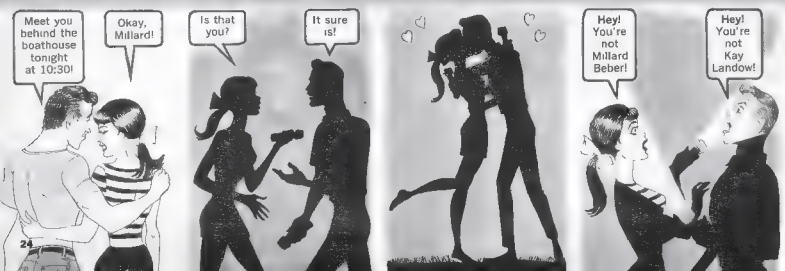
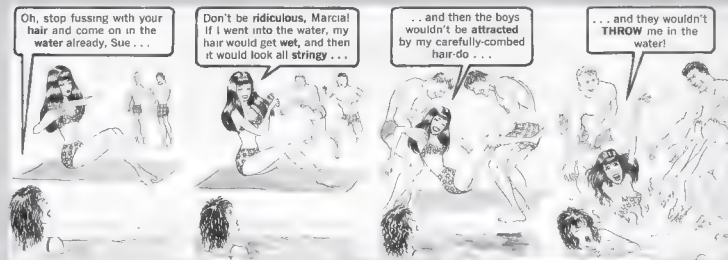
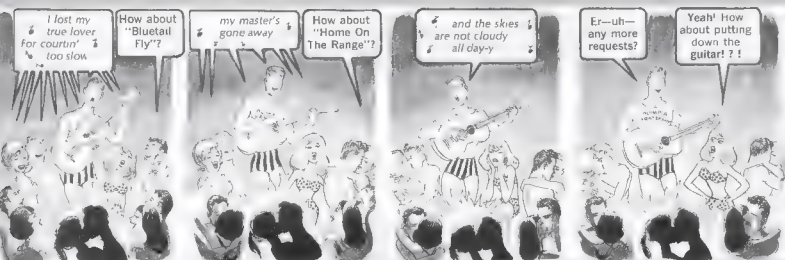
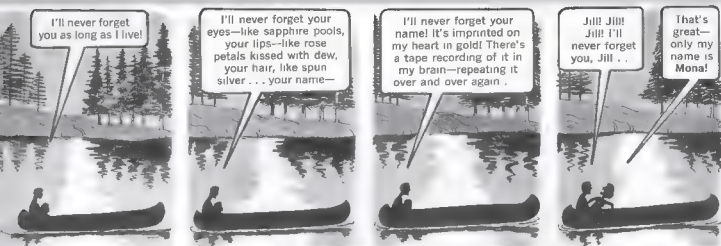


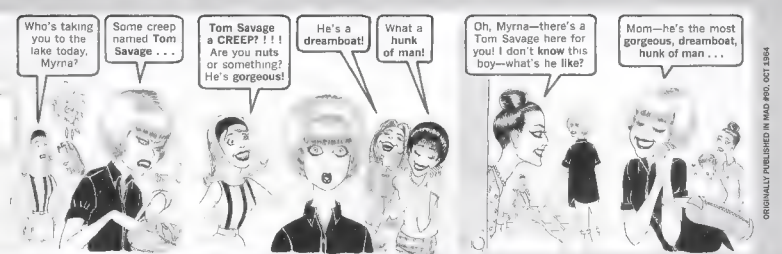
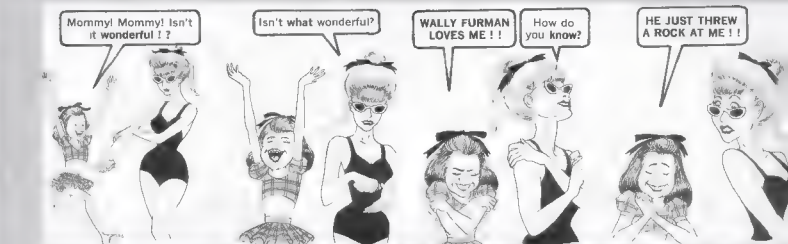
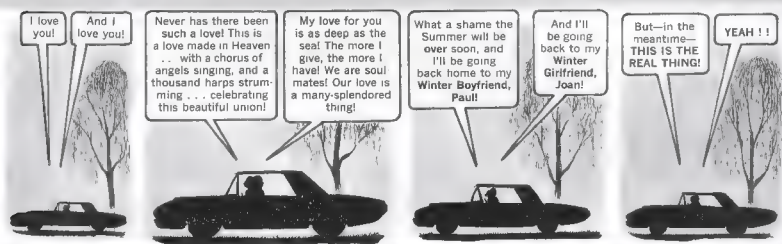
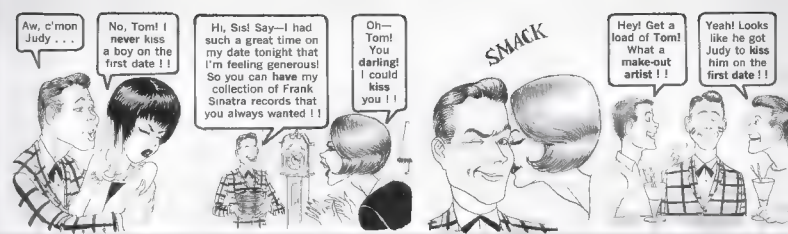
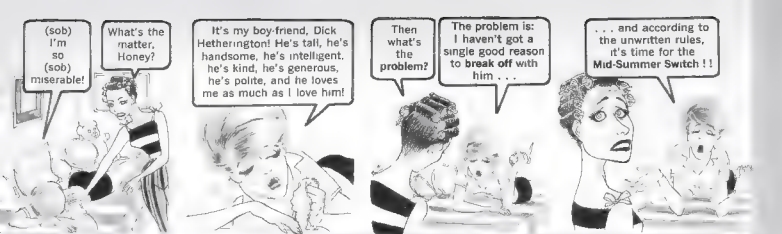
THE LIGHTER SIDE OF

SUMMER

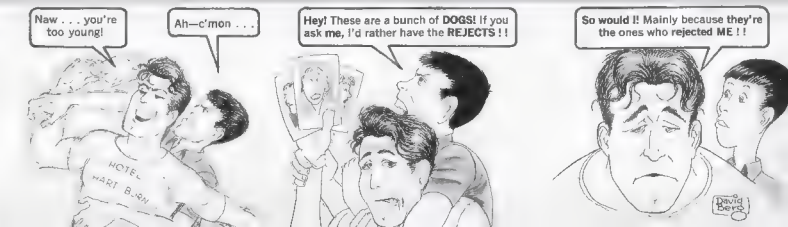
ROMANCES

WRITER & ARTIST: DAVE BERG





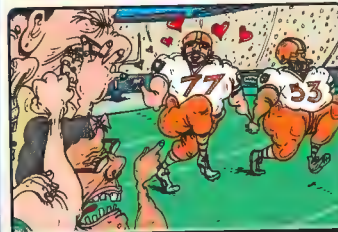
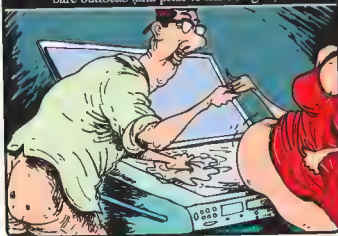
ORIGINALLY PUBLISHED IN MAD MAG. OCT. 1964



Your job and your love life — after a Chalupa, they're the two greatest sources of heartache! For the brave souls who dare to combine them and seek a relationship on the job, the smallest faux pas can lead to disaster. To help those men and women seeking part-time passion or a full-time fling, we present...

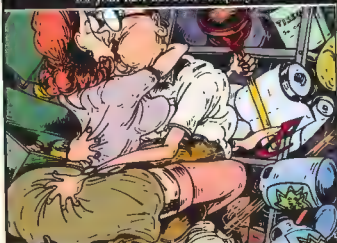
The MAD Etiquette Guide for Modern WORKPLACE ROMANCES

The Gentleman should always wipe off the copy machine glass for the lady after xeroxing his own bare buttocks (and prior to her doing so)!



Be sensitive to the possibility that some may not be as comfortable as you about revealing your relationship with a fellow co-worker!

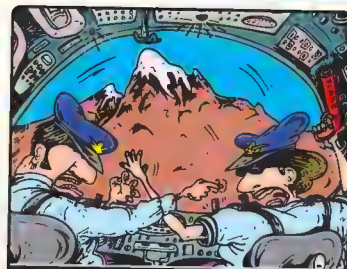
After having a torrid broom closet liaison with a co-worker you met at the launch party for your new dot com company...



...it's impolite to ignore them at the going-out-of-business party the following week!

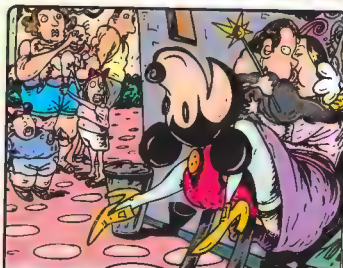
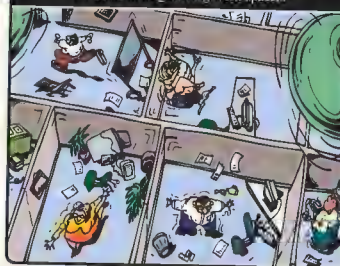


Although delivering a romantic message in an unusual job-related way may be cute and charming — it can also be highly inappropriate and unprofessional!



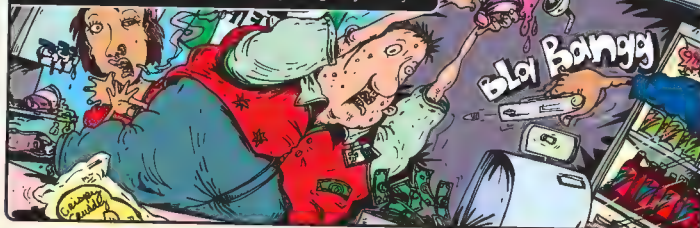
While arguments are inevitable in any relationship, don't let your on-the-job spats interfere with your duties!

Whilst engaging in an amorous liaison on the job, the thoughtful couple shows consideration for those in neighboring work spaces!



If you and your partner both occupy high-profile positions at your company, it's especially important for you to be discreet!

When working the night shift together at 7-Eleven, the gentleman always volunteers to take the first bullet for the lady during every robbery!



OFFICER PUBLISHING IN MAD #412, DEC 2001

Here's the hot HBO series about four man-hungry Manhattan babes on the prowl. It's a comedy show and a suspense show. We don't know what's going to unravel first—the plot or their underwear! These women look like models but talk like hockey players! They call themselves sophisticated power chicks, but let's face it, they're basically nothing but...

I'm Catty Broadshow! I'm a sex columnist for a New York newspaper! I write about the dating scene in Manhattan! A statistic: There are 400,000 sex acts a day in New York! About 100,000 of them involve myself and my three friends!

I'm Slamantha Johns! I'm the most sex-crazed of the group! I'm HBO without the B in it! You do the math! I will @%&* a chair leg! I make Madonna look like the cast of 7th Heaven! My mantra: been there, done him!

I'm Marimba Hoppel! I'm an uptight lawyer! I'm about as much fun as a yeast infection! You, the MAD reader, will never know what I'm like in bed! But let me put it this way, right now I'm "faking" this intro!

I'm Shallow Yorick! I'm an art dealer! I'm the most prim of the group! When I use the "F" word it's things like "Flemish painter" and "Frame!" Our show has become a cult hit! I wouldn't be surprised to see us in the TV exhibit hall at the Smithsonian with Fonzie's Jacket, Minnie Pearl's hat and Slamantha's diaphragm!

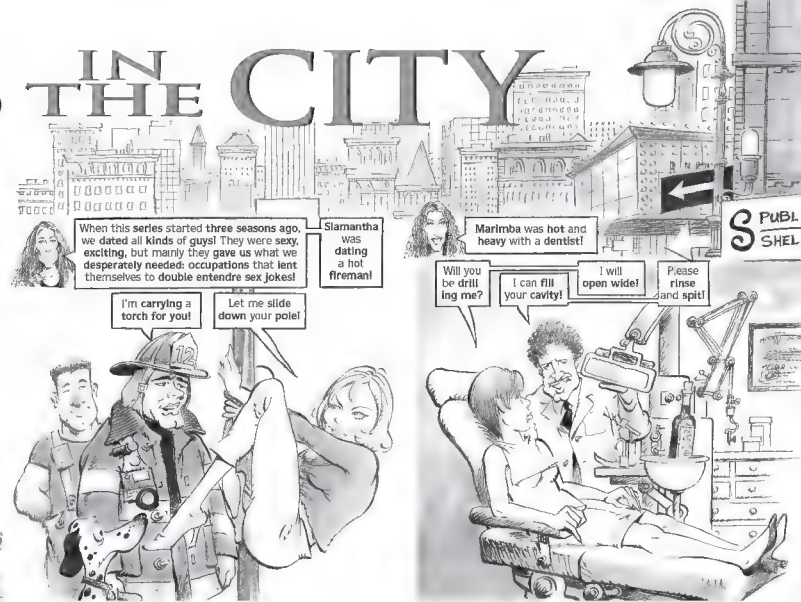


Hello! We're Mr. Biggle, Strive and Tripel! We're in and out of the show and the women in the show! On this series the traditional roles are reversed! We're the sex objects!

Me again! I forgot to mention that around here size does matter! The size of the TV audience! We'll do anything to get ratings! We'll get naked at the drop of a hat! In fact, that's episode 16! But I'm getting ahead of myself! I'll be doing the running narration starting now!

MOOSE
DRUCKER

SLUTS IN THE CITY



When this series started three seasons ago, we dated all kinds of guys! They were sexy, exciting, but mainly they gave us what we desperately needed: occupations that lent themselves to double entendre sex jokes!

Slamantha was dating a hot fireman!

Marimba was hot and heavy with a dentist!

Will you be drill ing me?

I can fill your cavity!

I will open wide!

Please rinse and spit!

I'm carrying a torch for you!

Let me slide down your pole!

WRITER JOSH GORDON ARTIST MORT DRUCKER

When I wasn't involved with Mr. Biggie I was dating a stock broker!

Hmm...I see the market seems to be rising!

I'm a bull when you're bare! I like your asset allocation! But frankly, I'd have to rate your performance as "standard" and "poor"!

Poor Shallow! She was seeing this terrific guy but she had to dump him!

Brent, it's over! I can't see you anymore!

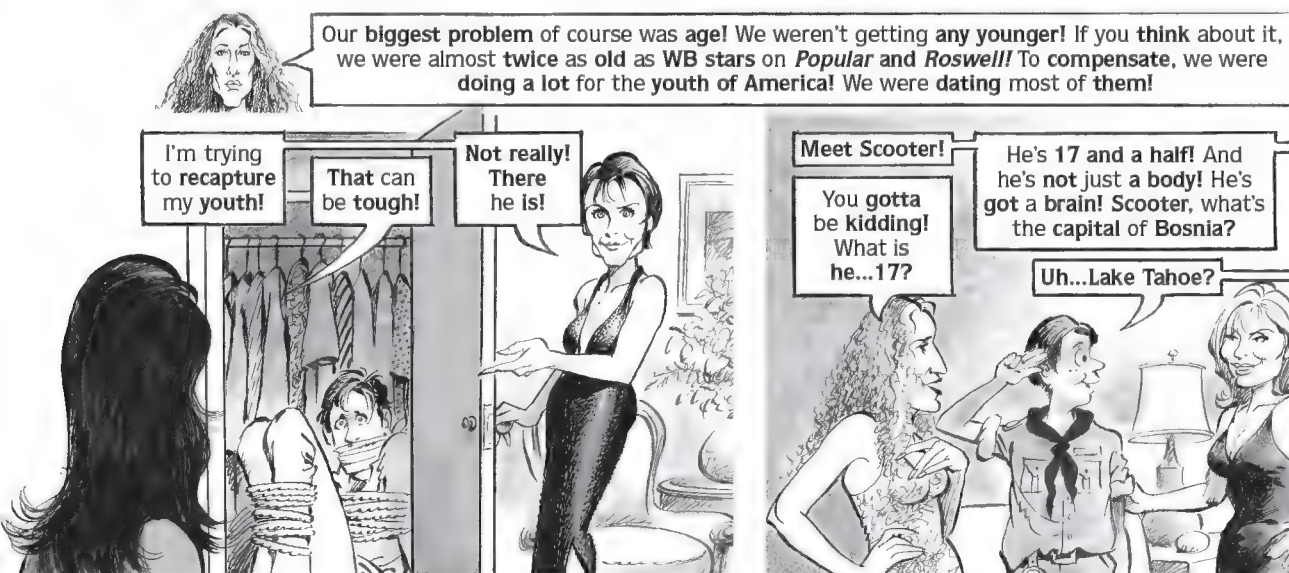
Why? Was I dull? Was I lame in bed?

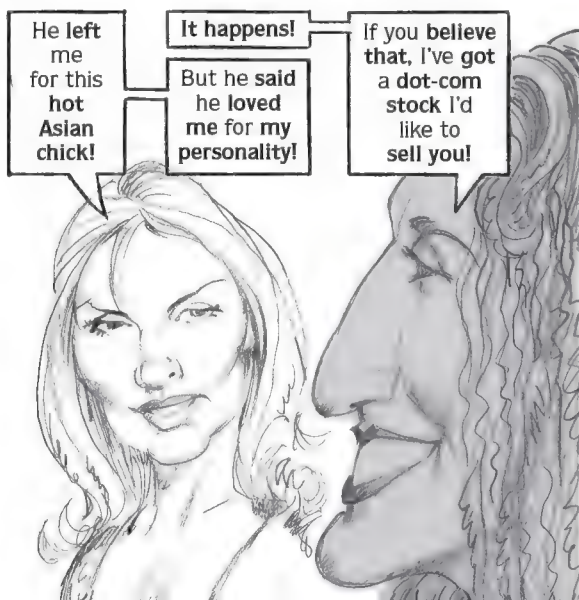
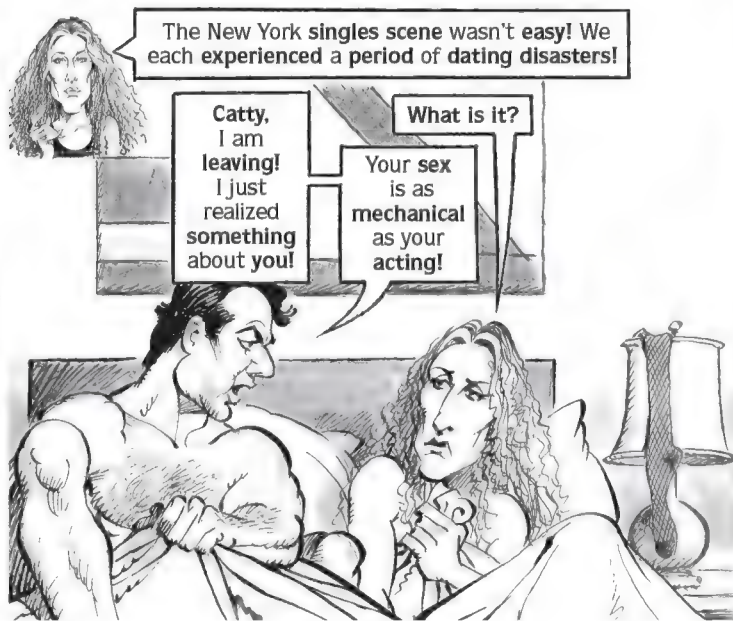
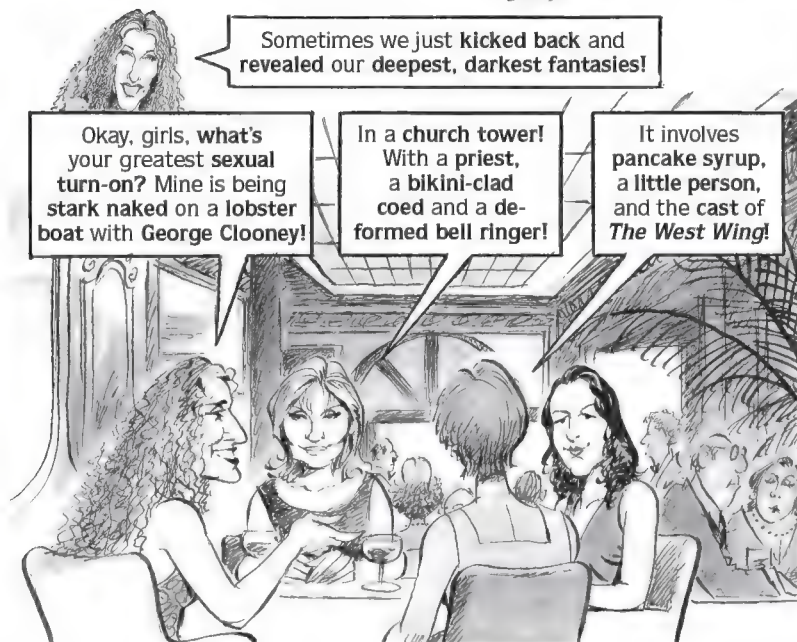
You're a Middle Management Consultant! It's an occupation our writers can't find jokes for!

This is so insane!

Come back when you're a computer consultant! You'll touch my laptop and I'll click your mouse!









I can remember one show where we tried not to talk about sex! We were about as exciting as bulk mail!

SARGE'S FLAMINGO BAR

They say the rain forest loses 100 species per day!

Well, I bought a Harry Potter book!

How about those fossil fuels!

I like a man with a huge clock!

Do you really mean clock?

This is a MAD parody! It's about all I can say!

THEY CALL ME FLASH.

Two things were obvious! We couldn't sustain a non-sex premise! And we weren't written by the *Seinfeld* writers!

Our dating life was disintegrating faster than a sitcom on the UPN!

This is my new guy, Emilio! He's the best sex ever!

Slamantha, he's homeless! The man lives in a cardboard box on 23rd and 7th Avenue!

Actually, he's doing very well! He has a summer cardboard box in the Hamptons!

The party was over! We were played out! We looked forward to the Manhattan dating scene with about as much anticipation as a new Kevin Costner "water movie"!

We were at a turning point in our pathetic lives! We had to pull ourselves up by our Gucci bootstraps and make a dramatic change!

We had to think of our future! We had dated all the men in New York! There was no one left! We had to explore other zipper codes!

We wanted to settle down! We wanted security! And the answer was right across the bridge...in New Jersey! We found some guys who filled our needs!

We had hit the jackpot! Strong, virile men who liked to party and who could take care of us and give us everything we wanted — mainly, all the designer shoes and vintage Halston we wanted...right off the back of the truck!

Yo, Tony, can you believe these chicks!

What I couldn't do to Slamantha! Bada Bing!

BADA BING CLUB

FURS BY MAX KORN

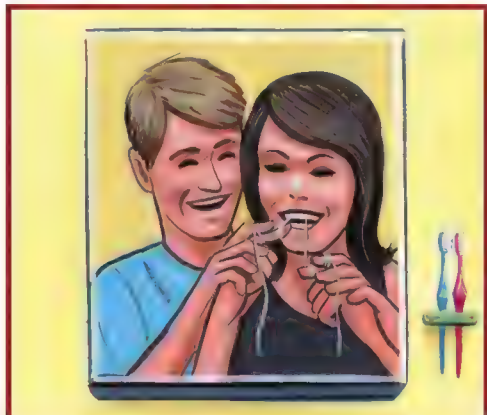
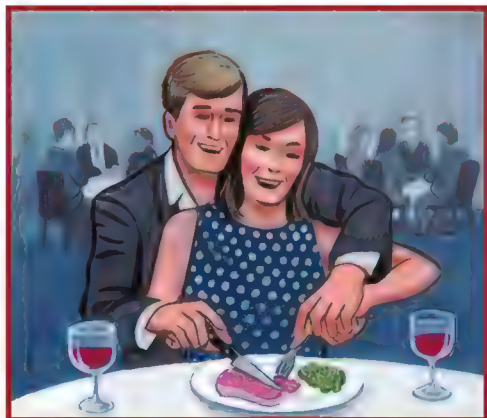
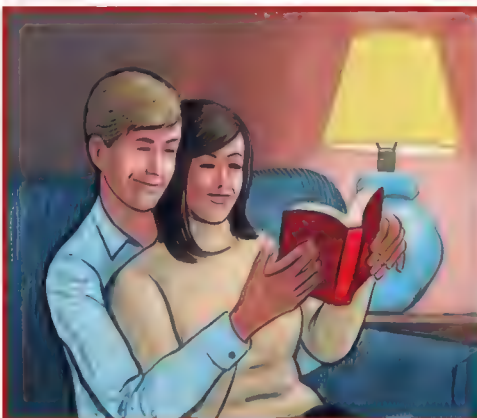
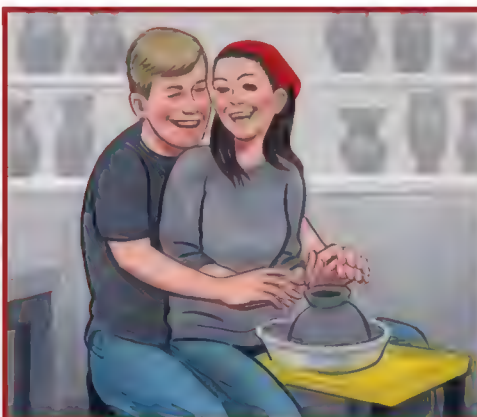
HANDBAGS FROM ITALY

INTERSTATE HIGH JACK Co.



The Inseparable, Insufferable Couple

WRITER & ARTIST JOHNNY SAMPSON



Ever since we featured "The MAD Hate Book" a few issues back, we've been receiving an hate in the world? Stop emphasizing it! We hate you for it! Why not show the good things enormous trickle of mail which says (in essence): "Don't you clods know there's too much in life?" And so, after reflecting on some of life's sunnier moments, we now present...

THE MAD LOVE BOOK

WRITER **GEORGE HART**

ARTIST **PAUL COKER, JR.**

DON'T YOU JUST LOVE ...



... being pampered while sick in bed!

DON'T YOU JUST LOVE ...



... finishing a picture puzzle!

DON'T YOU JUST LOVE ...



... getting flowers!

DON'T YOU JUST LOVE ...



... making a good trade!

DON'T YOU JUST LOVE ...



... getting a birthday card containing cash!

DON'T YOU JUST LOVE ...



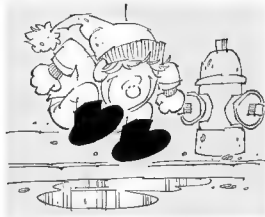
... finding money in a pay phone slot!

DON'T YOU JUST LOVE ...



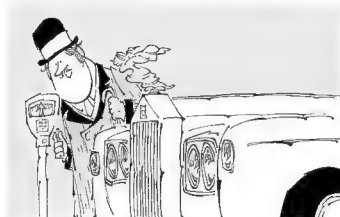
... having your back scratched!

DON'T YOU JUST LOVE ...



... cracking the ice on puddles!

DON'T YOU JUST LOVE ...



... finding a parking meter with time left on it!

DON'T YOU JUST LOVE ...



... having a good friend who's big!

DON'T YOU JUST LOVE ...



... meeting someone from your graduating class who looks much older than you!

DON'T YOU JUST LOVE ...



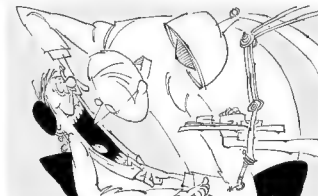
... getting up early for school, and suddenly remembering it's Saturday!

DON'T YOU JUST LOVE ...



... when your teacher gets sick on the day of the big test!

DON'T YOU JUST LOVE ...



... going to the dentist and being told all you need is a cleaning!

DON'T YOU JUST LOVE ...



... the smell of a new car!

DON'T YOU JUST LOVE ...



... reading your name in the newspaper!

DON'T YOU JUST LOVE ...



... opening a jar no one else can!

DON'T YOU JUST LOVE ...



... getting a free sample of something!

DON'T YOU JUST LOVE ...



... discovering money in an old pocket!

DON'T YOU JUST LOVE ...



... squishing mud through your toes!

DON'T YOU JUST LOVE ...



... getting a surprise in your lunch box!

DON'T YOU JUST LOVE ...



... when nobody else wants
the last piece of pizza!

DON'T YOU JUST LOVE ...



... when told you look
older than you really are!

DON'T YOU JUST LOVE ...



... being told you look
younger than you really are!





And now it's time for the game show where old-fashioned love meets modern technology as MAD presents...

LOVE C♥RRUPTI♥N

WRITER: DICK O'NEAL/OLD

ARTIST: ANDREA FERRIS

Hi, I'm Upchuck Wobbly, and this is **Love Corruption!** We're the show that shoves Cupid's arrow right down your throat! Our first guest is **Phylliss Lacklove!** Her biggest complaint about men? They stare at her! Phylliss, don't you think the fact that you're a go-go dancer at a topless bar is a possible reason men stare at you?

Gee, I never thought about that! You're a very wise man, Upchuck! Full of keen insights!

Let's look at the three studs we've selected for Phylliss!

Bernie is a security guard and he carries a big nightstick!

Carl is a junior league umpire who swings a big bat!

Jack plays music at church receptions and has a big organ!

MOAN

DROOL !!

BIMBO SEAT

WELCOME TO THE HEART FOUNDATION

ARSENIO WANNABE

Bernie

Marital Status: Married, 13 kids
Ambition: To have a clean date without his wife finding out

Carl

Marital Status: Won't say number of times he's been divorced, but he's listed in Guinness Book of Records
Ambition: None

Jack

Marital Status: Desperately seeking someone
Ambition: Finding someone to settle down with forever, or even for just one night

What are these buttons for?

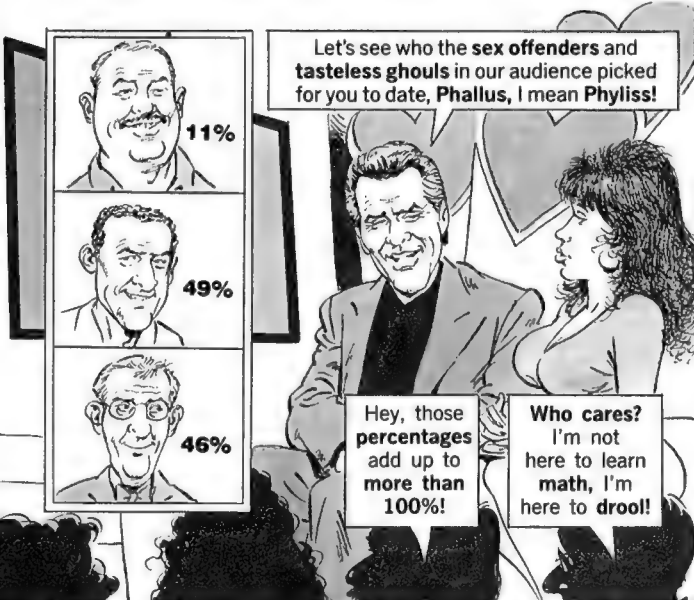
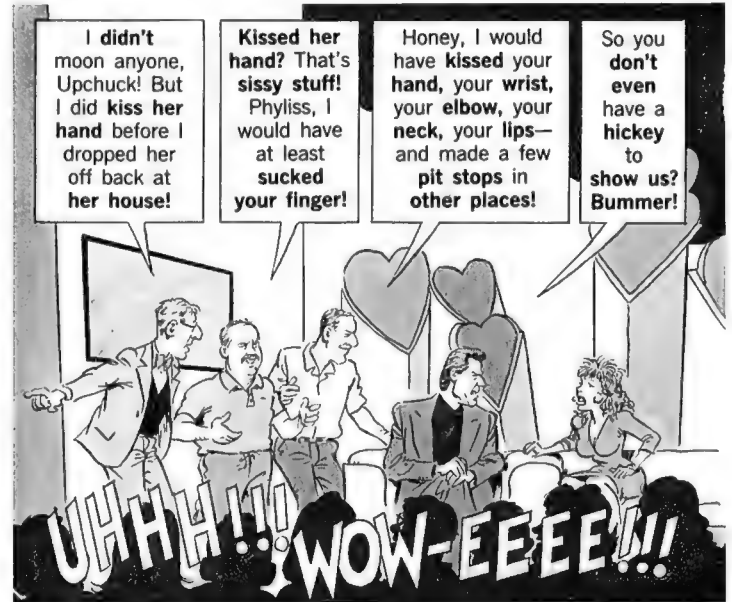
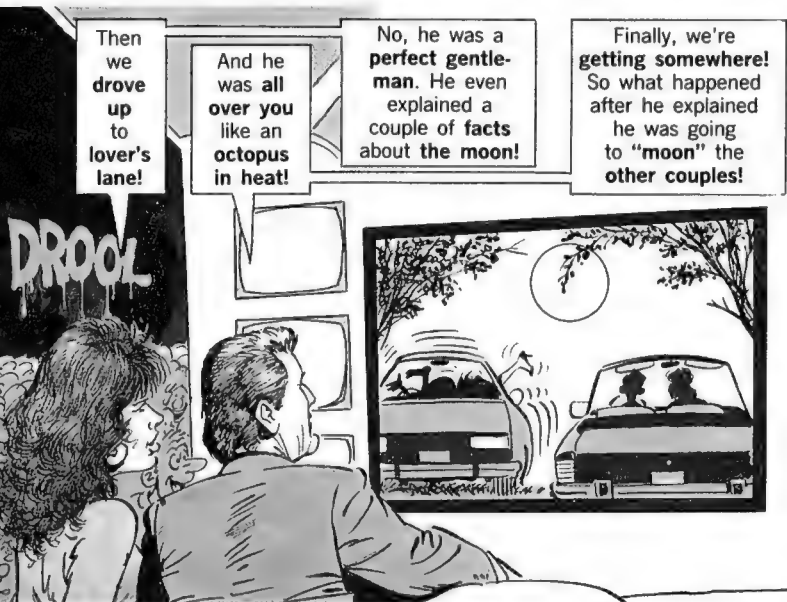
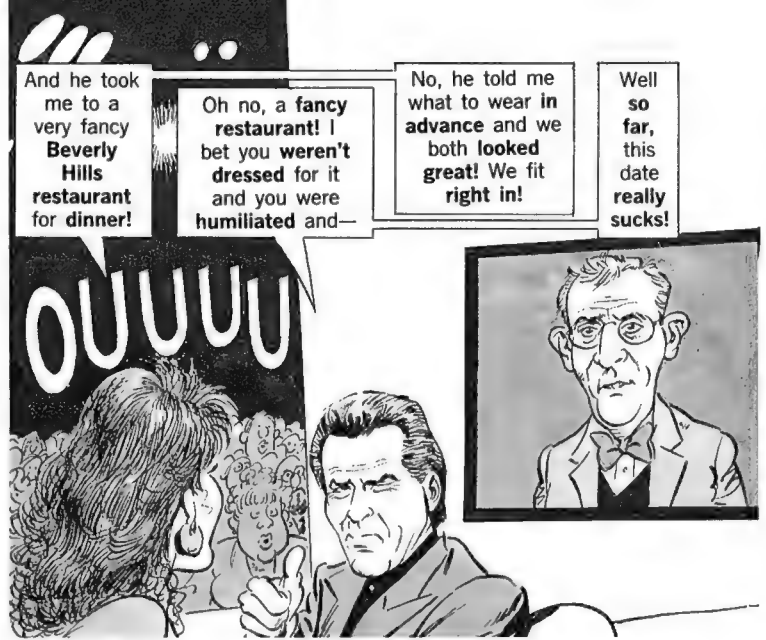
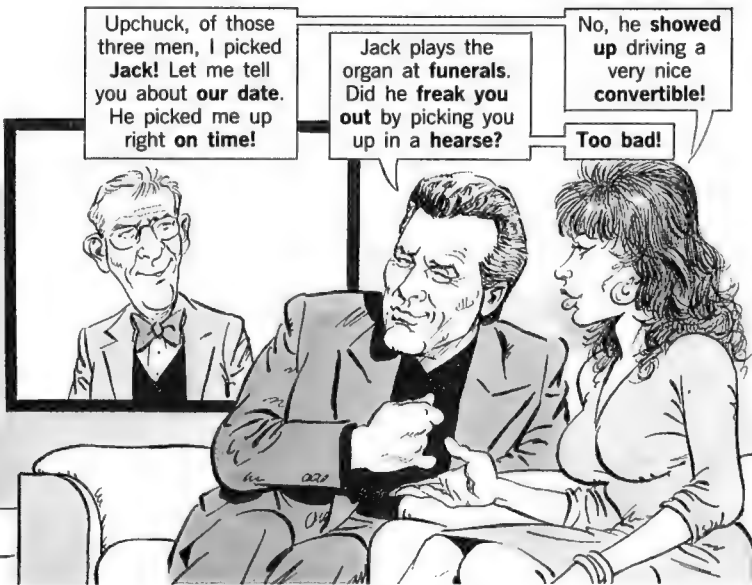
To open and close the fly on your Levi's 501's, idiot!

No, these other buttons!

They register our votes as we match up the ideal mates on the stage!

I don't know anything about romance!

That's exactly why you were selected to be one of the voters!





What the hell is going on **back here**? Those **two contestants** had **fun** on their date! How did two **well-spoken, well-adjusted** people get through our **screening process**?

Sorry, Upchuck! We try to select only **losers, weirdos, deviants and misfits** but occasionally someone **normal** slips **past us**!

Yeah, well I don't **buy commercials** on this show because I'm looking for **wholesome entertainment!** Either I get the **sleaze** I **expect** or I take my **commercials** over to the **FOX Network!**

I'm **not** sure if I should be trying out for **this show!** I like dating **men** who are a **little older** than me. But that's not **weird**, is it?

No, that's why we have **five writers!** When we **change it to:** "She likes to date **old men** who **dominate, suffocate** and **punish** her like her **father did**," we'll get plenty of "**ooohs**" from the **audience!**



I can't believe it! I had to record **five hours** of that **last contestant!**

Wow! She was **that nutty?**

No, she was that **SANE!** But with **five hours** of video, we can easily cut **30 seconds** together that will make her sound "**off the wall!**"

I tend to look for **love** in all the **wrong places!**

Wrong places? Like **where?**

Under the arms, between the toes...

You passed the audition! You're **on the program!**



When I picked her up she was wearing a **two-foot nose earring** made of **human hair!** She's **disgusting!**

Look who's talking! This **geek** has the **nasty habit** of **biting fingernails!** Other people's **fingernails!** He's **revolting!**

Perfect! That's just the kind of "**love talk**" Upchuck likes to hear! Do it that way on the **air!** But you can be **mean** if you want to!

What guys have you got lined up for **tomorrow's show?** I've got a **punk biker**, a **heavy metal drummer** and a **bizarre tattoo artist!**

I've got the **perfect match!** A **demure, sophisticated, classical violinist!** No matter who the **audience** matches her with, it will be a **disaster!**

Which **translates** into a **big ratings grabber!**



No, you don't win prizes or money on this show! And you don't answer questions, solve puzzles, do stunts, or guess what the survey says!

Then what is the object of the game?

That's the other thing! This is the only game show with no game! Two people just embarrass each other on the air and go home! It's pure fun and entertainment, except for the contestants!



Commercial's almost over, Upchuck! You're back on in thirty seconds! Do you remember all your moves?

I think so! I walk in, sit down on the couch, and I sit there till the end of the show!

You're a genius to work with! Alex Trebek or Wink Martindale would need that on cue cards!



Now it's time for a new feature—Celebrity Love Corruption! We've added it because I desperately want to work with stars, and this is my only chance since my talk show got the old heave-ho!

Our first superstar guest has been seen on many major network shows—in the commercials! Let's see a bit of her best known work!



I've fallen and I can't get up!



Don't bother getting up dear! Just look at the monitor and we'll see who we picked out for you!



I don't care how a woman dresses for a date! She could just wear a raincoat for all I care! Heh! Heh!



I'm not looking for a date myself! But my nephew, William Kennedy Smith, has trouble finding women so I'm trying to help out!



I like women who... who... who... Hell—I just like women! And the bigger the butt, the better!



ORIGINALLY PUBLISHED IN MAD #310, APR 1992

Which one of these guests did you pick for your date?



Who cares? I like going to movies alone anyway!



I'm glad she didn't pick me, because I'd have to walk out on stage—and I'm not wearing any pants! But my nephew's going to be disappointed!



I have no witnesses! I was no where near this broad! She was down on the floor when I got here! I don't want no lawsuit! I never grabbed her or laid a finger on her!

None! I'm old, I'm infirm, but I'm not nuts! I'd rather stay home and play with my Medic Alert button than go out with any of those losers!



This is Upchuck Wobbly! Join us again next time for another half hour of "class TV" on Love Corruption!



CLOSER ENCOUNTERS

Good news, Rory!
Looks like we've finally
found a match for you.

Oh, thank god. No more making dinner
partners out of mannequins, only to be told by
restaurant managers to use the drive-thru.

Anyway, I'm SO excited!
What's she like?

True
Love

DISCLAIMER
We are not responsible for any
consequences that may arise from
this match. We are not responsible
for any consequences that may arise
from this match. We are not responsible
for any consequences that may arise
from this match.

WRITER & ARTIST JON ADAMS

Here's her profile. She loves food and
watching the stars. And just like you, she
hasn't found anyone willing to love her.

She seems amazing!
When can I meet her?

We leave
tomorrow.

Fifteen months later...

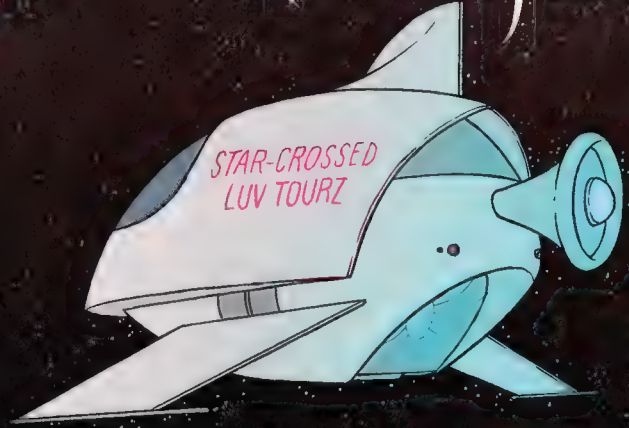
She looks a lot bigger
than in her photo.

Continued



Are you sure she will survive
Earth's atmosphere?

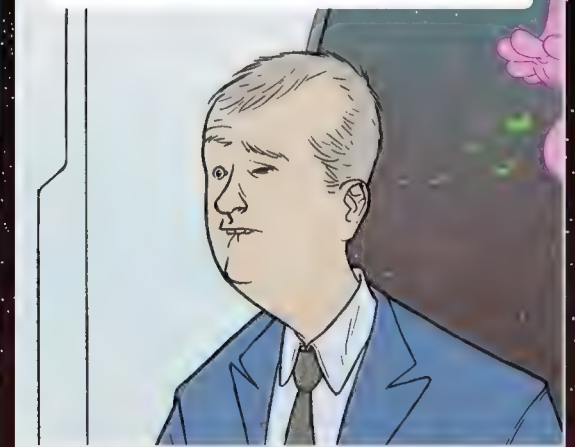
She can survive
anything for love.



Now that we're here, there's a legally binding verbal agreement on a few more details. She doesn't speak English, but she can cook. Well, not cook, but secrete a substance that's okay for humans to ingest in moderation.



None of her STDs are transferable, although she does have space worms, and those are very contagious. Also, she's 3,256 years old.



I'm not sure if we've made love or not, but I think I'm pregnant!





NOWADAYS, more than ever, Mankind seems to be preoccupied with Sex. But we all know that as wonderful as Sex can be, it can also lead to a lot of problems and all kinds of trouble. It is MAD's opinion that the best way to solve these problems and keep people out of trouble is through education. We feel that a good deal more should be written about Sex. We think more people should read about it, and everyone should discuss it more, out in the open. Why do we feel this way? Because the more time people spend writing about Sex, and reading about it, and discussing it, the less time they'll have to *engage in* Sex! And who needs problems?

How did Sex start? What are its mysteries? How did Sexual Attitudes really evolve? How can Sexual Activity affect civilization as we know it today? Frankly we haven't the slightest idea. Then why did we write this article? For a very simple reason. We just want to keep you out of trouble for the next five minutes. (Note: To those of you who are reading this article *while* you engage in Sex, you're in trouble already! And frankly *we* should have your problems!) Anyway we will now explore this intriguing subject from its very beginnings until the present time in



A MAD HISTORY OF SEX

WRITER LARRY SIEGEL ARTIST GEORGE WOODBRIDGE

CHAPTER 1—HOW SEX BEGAN

IN THE beginning, after He created heaven and earth and the seas and the mountains and the animals, God created man in His own image, and he named him Adam.

Adam enjoyed himself for a while running around the Garden of Eden. But one day he became lonely. "God," he said, "there must be more to life than chasing frogs and chewing on rocks. I need a companion."

"A companion?" said God. "You got it."

And so from one of Adam's ribs God created a companion for him. "Do you know who this is?" asked God.

"Let me guess," said Adam. "You made the world's first spare rib."

God gave him a rim shot and then said, "No, dummy, this is a woman. I'll call her Bernice. Adam and Bernice. How does that sound?"

"A little too Jewish, I think," said Adam.

"At this point," said God, "who cares?"

But to avoid an argument, God named the first woman Eve.

"Now," said God, "I am going to leave you two alone and I want you to do what comes naturally."



This is Adam, whom God created in His own image. Actually God looked much better in person, but He didn't own a good mirror.



This is Eve, who was created from Adam's rib. This gave him an awful pain in the side. Later she gave him an awful pain in the neck, but that's another tale.

The following morning God said to Adam, "Well, what happened last night?" "What do you expect to happen," said Adam smugly, "when a normal, healthy man and woman run through a forest naked?"

"You mean...?" said God.

"Right," said Adam. "We chased frogs and we chewed on rocks. But we did it together."

"Hold it, Adam," said God, "there are a few things you don't understand." And then God told Adam about the birds and the bees.

The next morning God once again asked Adam how things went the previous night.

"Thanks to you, fantastic!" said Adam.

God smiled. "Tell me about it."

"Well," said Adam, "the moon was out, it was a beautiful night. We sat down on the grass and then..."

"And then what?," asked God with great anticipation.

"We chased birds and chewed on bees," said Adam proudly.

"Look," said God patiently, "Man needs love, devotion. Something to occupy his every waking hour. I am now going to create something to give you fulfillment, something you must have to make life worth living."

"Hey, Eve!" cried Adam, all excited. "Did you hear that? God is going to invent Television!"

But instead God invented Sex, the most wonderful, most exciting, most gratifying thing the world was to know. And Sex grew and it blossomed and it flourished. And it was the all-consuming passion of humanity. Until 1948 when Television took over.

CHAPTER 2—SEX DURING THE STONE AGE

(See Chapter 36—

HOW TO AROUSE A 25-YEAR-OLD SUBURBAN HOUSEWIFE)

CHAPTER 3—SEX IN THE HOLY LAND

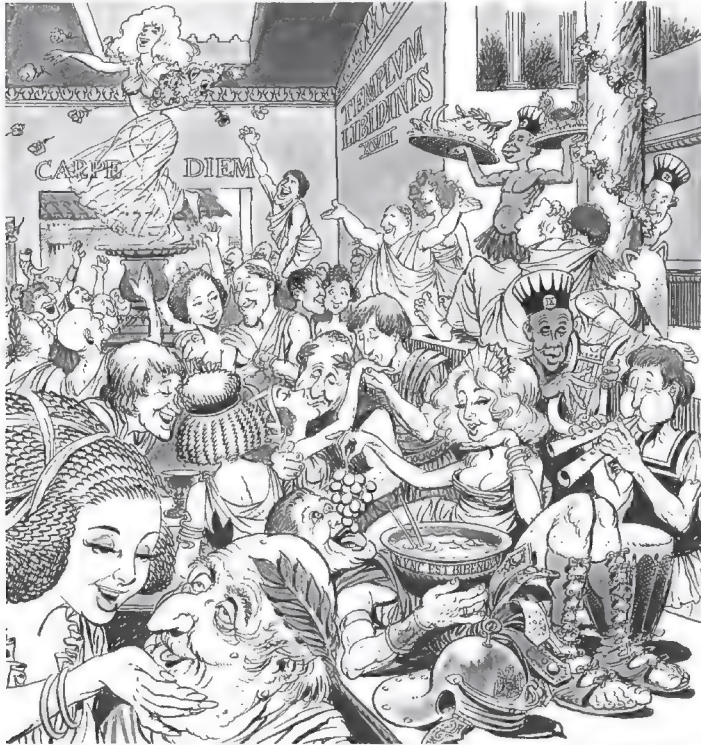
AFTER THE DAYS of Adam and Eve, Sex became very popular all over the Holy Land and as a result of it, babies were born and the world grew. People were very happy with this new phenomenon. It was something both rich and poor could participate in, it was fun, it was easy to do, and everyone



more or less understood how and why it worked the way it did. And then, one day, some Prophet came down off a mountain with a couple of stone tablets, and ruined the whole thing.

CHAPTER 4—SEX IN ANCIENT ROME

IF SEX had a temporary setback in the Holy Land, no such problems existed in ancient Rome. Not only did they have a field day there, but the Romans brought many innovations to the practice, chief of which was Group Sex. This phenomenon was carried on into the present day and is discussed more fully in Chapter 31—TWENTIETH CENTURY FUN AND GAMES.



Here you see ancient Romans in a wild bacchanal of booze, lust, sex, and degradation. To historians, this is known as a Roman orgy. To 20th Century teenagers, this is known as a Dull High School Dance.

Here are some other nice innovations the ancient Romans were responsible for: (1) The Ear-Lobe Bite, (2) Heavy Petting, (3) The Neck Hickey, (4) Advanced Making Out, (5) More Advanced Making Out, (6) Incredible Making Out, and (7) Roman Numerals. (Note: It's true that Roman Numerals have nothing to do with Sex, but they *are* nice).



In addition the Romans created the world's first Birth Control Device. It was known as "Throwing Christians to the Lions." But while this device worked wonders in cutting down the Christian population, it did occasionally cause troublesome side effects. Namely, very fat lions.



One of the most famous figures in ancient Rome was Julius Caesar, who practiced Sex with an Egyptian beauty named Cleopatra. She later met Caesar's best friend, Marc Antony, and she practiced Sex with him too. There was so much practicing you'd figure that sooner or later they'd get it right. And they did. Anyway it all finally wound up with Antony and Cleopatra taking a boat ride down the Nile. Since this is a frank, open, no-punches-pulled article on Sex, exactly what happened between Antony and Cleopatra on the boat ride, you may ask.

Don't ask!

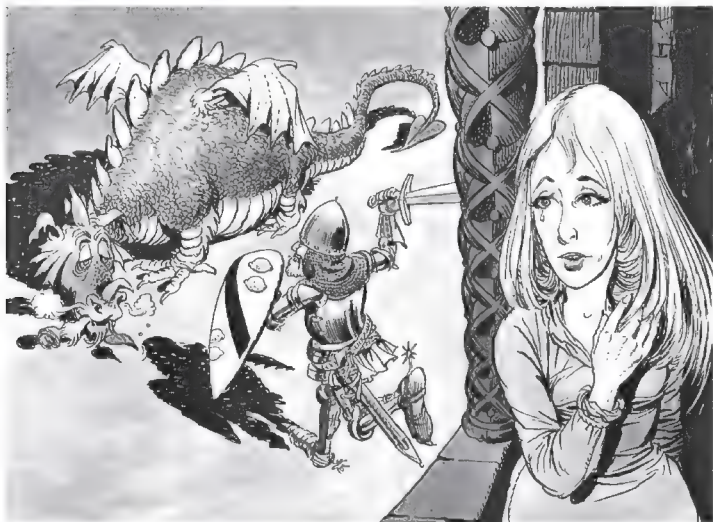
Caesar eventually went on to become a famous statesman, Antony went on to become a great general, and Cleopatra went on to become a rotten movie.

CHAPTER 5—SEX DURING THE MIDDLE AGES

SEX DURING THE MIDDLE AGES can be summed up as follows: Once a month and don't strain yourself. (See Chapter 42—BAD TWENTIETH CENTURY SEX JOKES. Or better yet, don't see it!)

But seriously, fellow scholars, the Middle Ages was an extraordinary period in the history of Sex. Gone was the wild, sick, degrading Sexual Activity of ancient Rome. In its place were gallant knights who treated ladies with honor, respect, and devotion. There is a name for this era: The Age of Chivalry. There is another name for it: The Age of Boredom.

Sex in the Middle Ages was a beautiful experience that was both uplifting and poetic. On their wedding night, the knight would take the lady in his arms, whisper softly in her ear, gently hold her closer, kiss her tenderly, and then in a fit of extreme passion, he would run out and kill a dragon.



But being very proper people, the Establishment in the Middle Ages frowned on Pre-marital Sex, and unmarried knights seldom went all the way. So usually in the case of engaged couples, the knight would go out and merely *wound* a dragon. And of course in the case of inexperienced teenagers who were just getting their feet wet in Sex, the young knight would go out and yell at a dragon. History tells us, however, that not all knights found pleasure in slaying dragons. To them, destroying a poor, ugly beast was cruel and offered no sexual gratification. So they elevated Sex to its highest level in the Middle Ages. They went on crusades and killed thousands of heathens and other people. But more about religion later.

Toward the latter part of the period some men and women began to take an interest in the traditional approach to Sex, often with unexpected results. Illustrated below is the history of one such case.



This is a young married couple, Sir Monty and his bride, Lady Celia.



Anxious to make out with her husband, Lady Celia first struggles to remove his sollerets (or wrought iron shoes).



A half hour later, still in a great passion, the lady strains to remove his gauntlets (or armored gloves.)



An hour later, still burning with passion, she struggles to remove his breast plate.



Three hours later, her passion undiminished, the lady struggles to remove his helmet, etc.



The next morning, still fighting to take off his helmet and visor, her passion at a fever pitch, she makes one valiant tug, and then makes an important discovery...



Namely, for the past 5 years she has been married to a suit of armor.

CHAPTER 6—SEX IN THE NEW WORLD

IN THE 17th CENTURY a group of devout Pilgrims, who were persecuted because of their religion, set sail aboard the Mayflower for the New World and religious freedom. It was a very rough crossing, and the Pilgrims found engaging in Sex on the boat to be a harrowing experience. Many of them threw up continuously and were sick for weeks. But since this was the way they also reacted to Sex on land, it was no big problem for them.



Once they arrived in the New World, the Pilgrims were delighted. Not only were they able to worship God as they pleased, but they were able to make everybody else worship God as the Pilgrims pleased—or else. They were also able to kill Indians and burn people as witches, and democracy as we know it today was born.

One of the most famous Sexual Incidents in those days involved an Army Officer named Miles Standish, who was in love with a girl named Priscilla. But since he was too shy to speak to her, he sent his friend, John Alden, to tell her that Standish would like to make out with her. As it turned out, Alden not only made out with her himself, but he married her. But being the noble man that he was, Standish blessed the marriage, and from then on, was known throughout the annals of Pilgrim history as "An Officer and a Gentleman... and a Schmuck."



CHAPTER 7—SEX DURING REVOLUTIONARY DAYS

SEX THRIVED and flourished in the New World all the way through the Revolutionary War and the founding of this country. Perhaps the greatest Sexual Figure in Revolutionary times was also known as “The Father of Our Country”. His name was Benjamin Franklin. We realize some people think that George Washington was the father of our country, and you may say, “You don’t know your history.” All we can say is, “You don’t know your Benjamin Franklin!”

This is Benjamin Franklin, the greatest swinger in early U.S. history. For those who wonder how a fat, pudgy man with glasses can be such a fantastic American Sex Symbol, see Chpt. 44—HERE COMES HENRY KISSINGER, HE’S A CRAZY GUY



CHAPTER 8—SEX DURING THE VICTORIAN ERA

There was no Sex during the Victorian era.



This is Queen Victoria. Now you know why.

CHAPTER 9—SEX TODAY

WHICH BRINGS us up to the present. And somewhere up in heaven Adam is saying, “Oh, God!”

And God says, “Did you want Me, Adam?”

And Adam says, “No, I was just looking down on Earth. Do you see what’s going? Oh, God!”

And God looks down and He says, “Oh, Me!”

And Adam says, “Do you see all that carrying on? Those wonton men? And those wicked women who sell their bodies for money? What do you call them again?”

“Suburban Housewives,” says God sadly.



“And those movies,” says Adam. “I just saw one down there I couldn’t believe. And it was rated GP. What does GP stand for?”

“God Protests,” says God. “Oh, Adam, I meant well when I started this whole thing. Where did I go wrong?”

“Don’t be so hard on Yourself,” says Adam.

“But what should I do?” asks God. “I must teach them a lesson.”

“I have it,” says Adam. “Why don’t you do what you once did in Egypt? Go into every home and slay the first-born.”

“I thought of that,” says God, “but it won’t work. Where are you going to find a house nowadays where the first born *lives* at home? On top of which, you kill some of those kids, you won’t be punishing the parents, you’ll be doing them a favor.”

“Well, then how about another one of your famous plagues?”, says Adam. “They worked great in Egypt.”

“I’m one step ahead of you,” says God. “I sent down some locusts last Wednesday. They all died in the pollution. Except twelve, and they were mugged by mosquitoes.”

Whereupon Adam gave God a rim shot, and then he said, “I got it. Why not do the Noah’s Ark bit again? You get some pure, clean people. You know, the Nixons, Billy Graham, the King Family, and like that. You put them all on a boat with beasts of the field. Then you make forty days of torrential rain, you drown the rest of the world, and you start all over again.”



ORIGINALLY PUBLISHED IN MAD #159, SEP 1974

“Hmm,” thinks God, “Richard’s Ark. Not a bad idea. No, no, it won’t work. All of those people alone on a boat for forty days with all those animals. God only knows what could happen nowadays. And I do. So I won’t.”

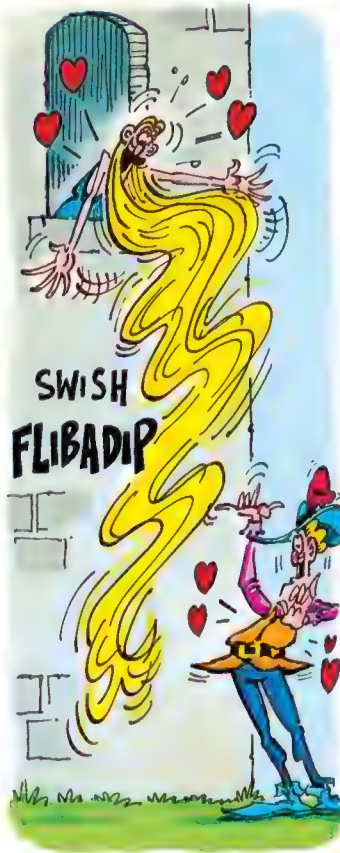
“Well then,” says Adam, “I guess all we can do now is pray.”

“That’s easy for you to say,” says God.

CHAPTER 10—SEX TONIGHT

Please. Not tonight. I have a headache.

MAD'S MADDEST ARTIST TAKES A LOOK AT A *FAIRY TALE*



WRITER & ARTIST **DON MARTIN**



It's ROMANCE when you're beguiled by an introduction to a MAD article like this one. It's LOVE when you

have the blind faith to read on in the vain hope that you're going to run into something funny. And it's a

RELATIONSHIP when you get through the entire article and you realize you've been duped again, but you still

keep buying the magazine for some strange reason you can't explain. All of which is our way of introducing

MAD'S "ROMANCE-LOVE-RELATIONSHIP" BOOK

WRITER FRANK JACOBS

ARTIST PAUL COKER, JR.

It's ROMANCE...



... when you think her hyena laugh is cute.

It's LOVE...



... when you accept that her hyena laugh is part of her personality.

It's a RELATIONSHIP...



... when you realize there's more to life than just having laughs.

It's ROMANCE...



... when you lie to him about your age.

It's LOVE...



... when you lie to him about your age, and he knows you're lying.

It's a RELATIONSHIP...



... when you tell him your real age, and he wishes you were still lying.

It's ROMANCE...



... when you take him to meet your friends.

It's LOVE...



... when you take him to meet your family.

It's a RELATIONSHIP...



... when you take him to meet your analyst.

It's ROMANCE...



... when you plan your week-end around her.

It's LOVE...



... when you plan your lifetime around her.

It's a RELATIONSHIP...



... when you plan your income tax return around her.

It's ROMANCE...



... when you get excited watching his favorite football team on TV.

It's LOVE...



... when you become as excited a fan as he is.

It's a RELATIONSHIP...



... when you realize that's the high point of your excitement together.

It's ROMANCE...



... when he loves the way you dress.

It's LOVE...



... when he helps you pick out clothes at the store.

It's a RELATIONSHIP...



... when he asks you if sometimes he can wear them.

It's ROMANCE . . .



. . . when you surprise him with a birthday gift.

It's LOVE . . .



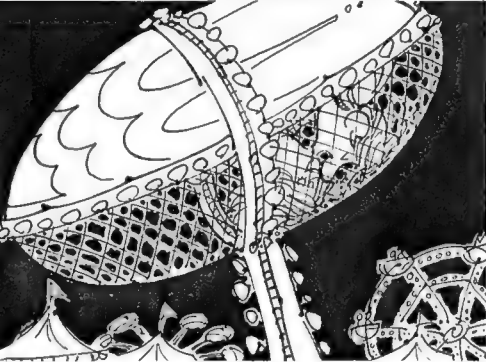
. . . when you don't mind that he doesn't like it.

It's a RELATIONSHIP . . .



. . . when he asks you to return it.

It's ROMANCE . . .



. . . when it makes no difference where you spend your vacation.

It's LOVE . . .



. . . when you want to go camping and she wants to go sailing . . . and you give in and go sailing.

It's a RELATIONSHIP . . .



. . . when you want to go camping, and she wants to go sailing . . . and you go camping . . . and she goes sailing.

It's ROMANCE . . .



. . . when she thinks you're the greatest lover in the world.

It's LOVE . . .



. . . when she accepts the fact that even the greatest lover in the world can't perform occasionally.

It's a RELATIONSHIP . . .



. . . when you spend a lot of time reminiscing.

It's ROMANCE . . .



. . . when you spend a lot of time talking about love.

It's LOVE . . .



. . . when you spend a lot of time talking about a relationship.

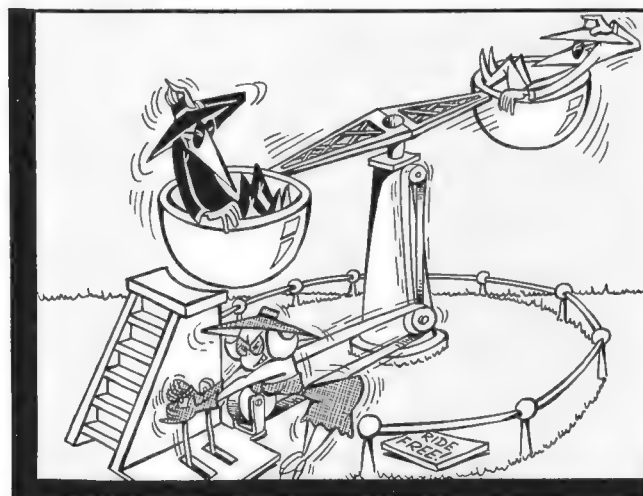
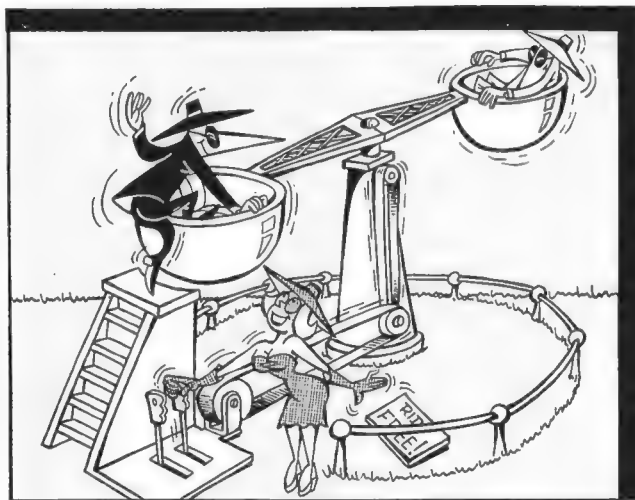
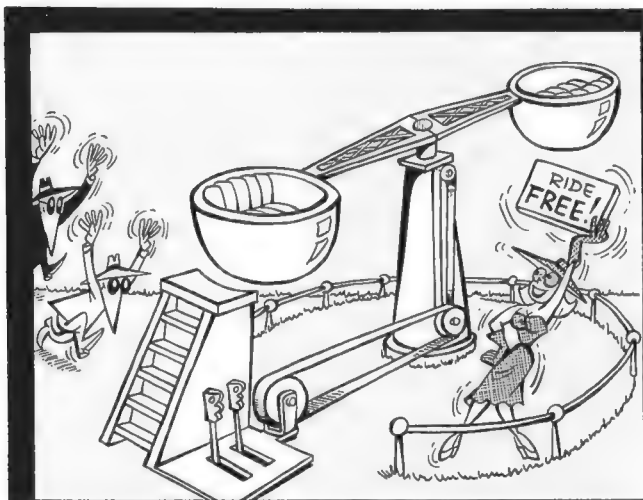
It's a RELATIONSHIP . . .



. . . when you spend a lot of time talking about your weight.



WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #99, DEC 1965





7 THINGS YOU **DON'T** WANT TO HEAR WHILE PLAYING **SPIN THE BOTTLE**

- 1 "Can we ask Steve's mom to join the circle?"
- 2 "You've never played before? It's kind of like Duck, Duck, Goose, but with boners."
- 3 "No, it's not a mouth sore. I mean, at least it's not sore...anymore."
- 4 "The downstairs toilet is broken, so the bottle is serving multiple functions today."
- 5 "Who invited the shop teacher?"
- 6 "I had fish with garlic for lunch. And dinner."
- 7 "Rules are rules, and the bottle is pointing at the puppy's pee pad."



ARTIST **JOSH MECOUCH**



"Who would've thought that two members of a class-action lawsuit against a criminally negligent cosmetic surgeon could find true love?"

WRITER & ARTIST **SCOTT NICKEL**



"I just don't see this going anywhere."

WRITER **IAN BOOTHBY** ARTIST **PIA GUERRA**

ADMINISTRATION

JIM LEE PRESIDENT, PUBLISHER & CHIEF CREATIVE OFFICER
ANNE DEPIES SENIOR VP - GENERAL MANAGER
LARRY BERRY VP - BRAND DESIGN & CREATIVE SERVICES
DON FALLETTI VP - MANUFACTURING & PRODUCTION

LAWRENCE GANEM VP - EDITORIAL PROGRAMMING & TALENT STRATEGY
ALISON GILL SENIOR VP - MANUFACTURING & OPERATIONS
MARIE JAVINS VP - EDITOR-IN-CHIEF
NICK J. NAPOLITANO VP - PUBLISHING & BUSINESS OPERATIONS
NANCY SPEARS VP - SALES & MARKETING

FOR SUBSCRIPTION INQUIRIES Call 1-888-516-7365 (US/Canada only) or write to PO Box 727, New Hyde Park, NY 11040-0727. Please DO NOT phone, write, fax or e-mail our editorial office—we're too dumb to help you here!
HOW TO REACH US MAD, Dept. 036, 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. All letters to the editor and accompanying photos or other materials may be edited and published in any MAD publication in any format and will not be returned. For Advertising and Custom Publishing, contact dccomicsadvertising@dccomics.com. **VISIT US ONLINE AT MADMAGAZINE.COM**

MAD (ISSN 0024 9319) is published 6 times a year by E.C. Publications Inc., 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. Periodicals postage paid at Van Nuys, CA, and at additional mailing offices. Subscription in USA: 6 issues \$19.99. 6 issues Digital Edition only \$9.99. Outside USA (excluding Canada): 6 issues \$29.99. Allow 6-8 weeks for delivery of first issue. Entire contents © copyright 2024 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: Send address change to MAD, PO Box 727, New Hyde Park, NY 11040-0727. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in USA.

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SWIPE FROM B TO A TO FOLD

A



B

A

B



THEIR ROMANCE IS FODDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER. SAD-
LY, IT MAY ALSO TEAR THEM APART.

A

WRITER & ARTIST JOHNNY SAMPSON

B

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SWIPE FROM B TO A TO FOLD

A



B



A

B



THEIR ROMANCE IS FODDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER. SAD-
LY, IT MAY ALSO TEAR THEM APART.

WRITER & ARTIST JOHNNY SAMPSON

A

B

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

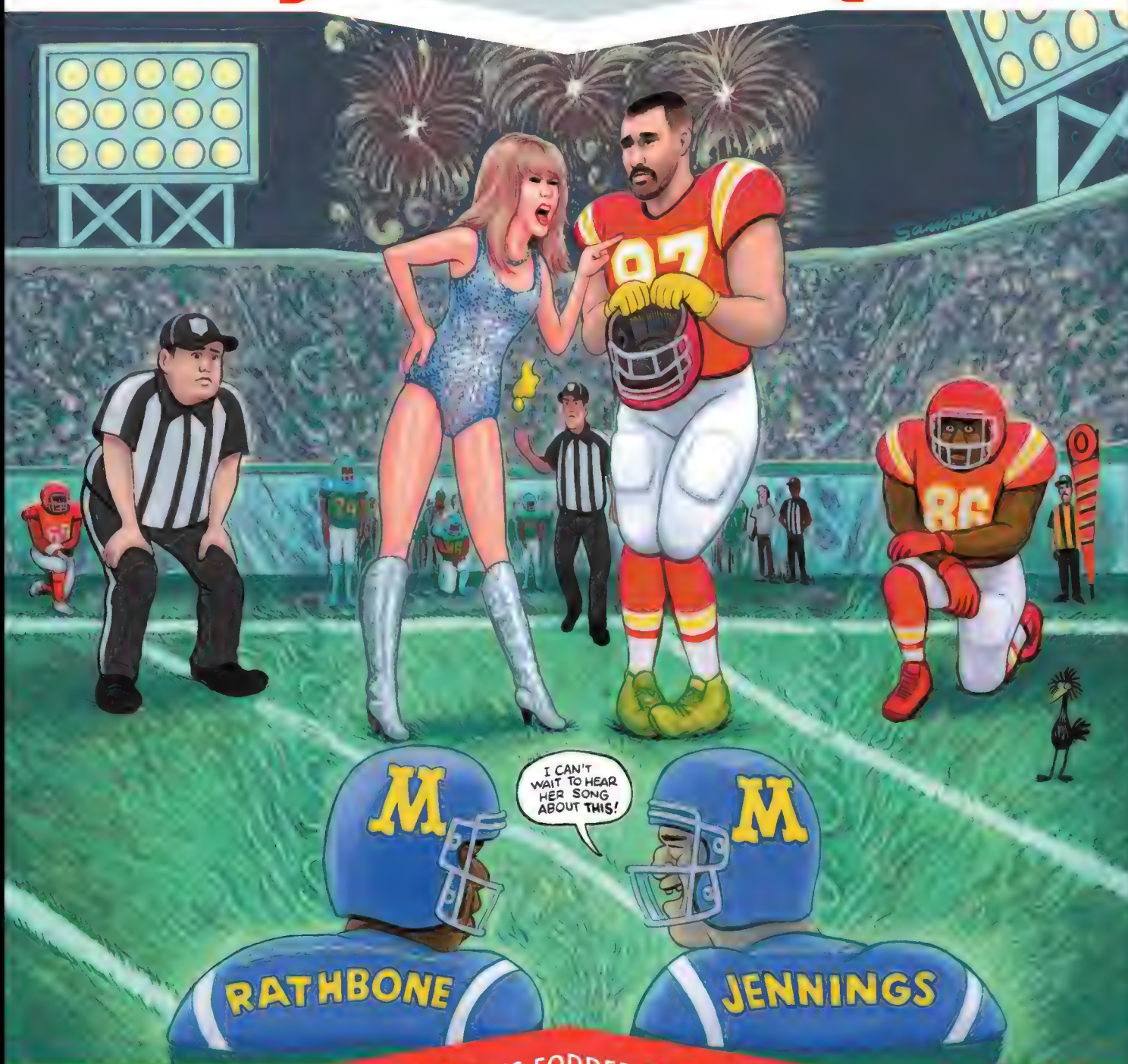
We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SWIPE THEM IN TO A TO FOLD



A

B



THEIR ROMANCE IS FODDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER. SAD-
LY, IT MAY ALSO TEAR THEM APART.

WRITER & ARTIST JOHNNY SAMPSON

A

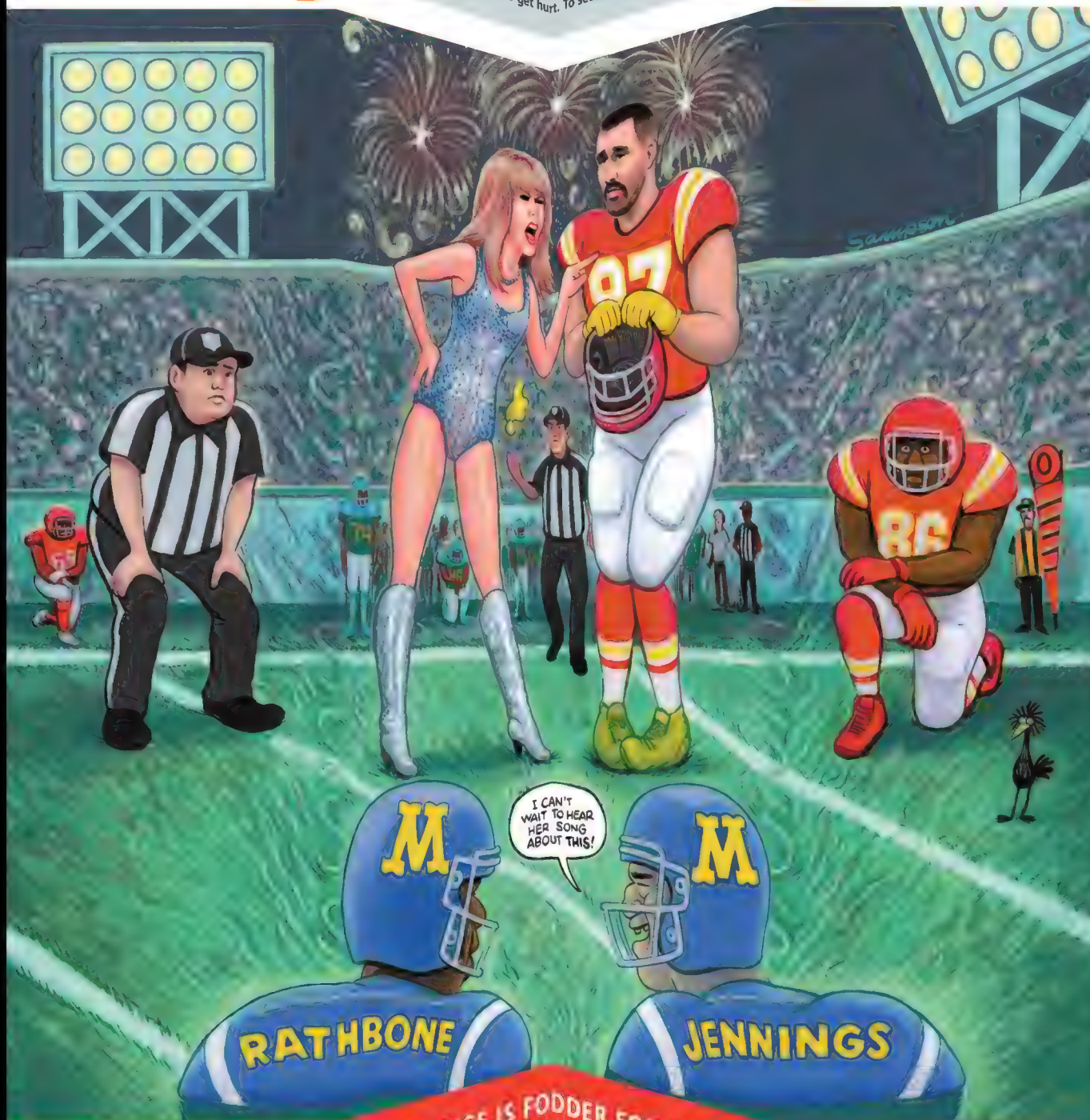
B

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



THEIR ROMANCE IS FODDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER. SAD-
LY, IT MAY ALSO TEAR THEM APART.

WRITTEN & ILLUSTRATED BY JERRY SAMPSON

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW
MAD FOLD-IN

We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SNIP FROM B TO A TO FOLD



THEIR ROMANCE IS FODDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER. SAD-
LY, IT MAY ALSO TEAR THEM APART.

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW
MAD FOLD-IN
Mad Fold-In is a new feature that will be added to the Mad magazine fold-in. It's a new way to get the latest news and gossip about the stars of the entertainment world. It's a new way to get the latest news and gossip about the stars of the entertainment world. It's a new way to get the latest news and gossip about the stars of the entertainment world.

SWIPE FROM B TO A TO FOLD



A

B



THE
NEWS
AND
FAME
L

A

B

WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

SWIPE FROM B TO A TO FOLD



A B

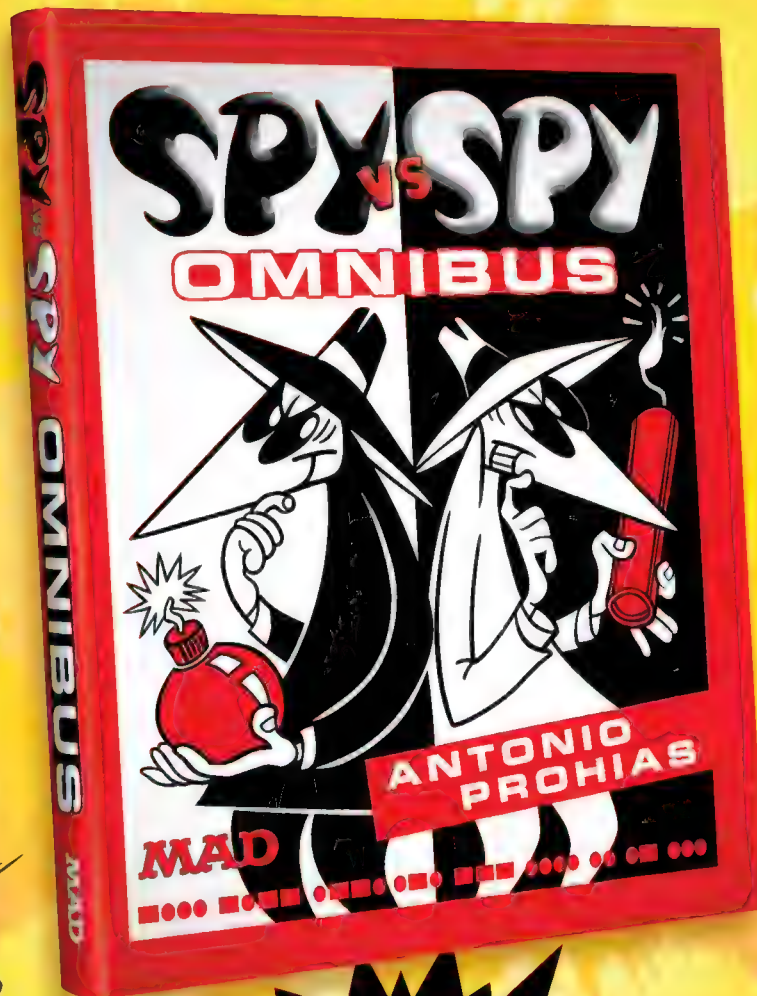


THE
N
F
L

A B

YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



**KINDA
CHEAP!**

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 50 YEARS OF SPY VS. SPY!

ON SALE NOW

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!



MAD

DIGITAL EDITION

BONUS MATERIAL!

After all that mushy romance stuff here's one more movie parody you just can't ignore, Dan! Hope you're hungry for some Hasenpfeffer too! From MAD #279, June 1988.



In Al Jaffee's classic Fold-in from MAD #297, July 1980, true love completely flips-out and folds in all at the same time.



AND THEY CALL IT YUPPIE LOVE DEPT.

Why did this very ordinary movie draw such a big audience? Is it a modern morality tale illustrating the evil that can befall one who transgresses his marriage vows? *Nah!* Is it a cautionary tale about fooling around with a modern woman? *Nah!* Is it a warning to Yuppies about the perils of being upwardly mobile? *Nah!* So what is it? Who knows! But one thing is certain—for millions of people this film was a

Feeble ATTRACTION

ARTIST: MORT DRUCKER

WRITER: STAN HART



Hi, I'm Alox and I have a terrific job! I'm a book editor in a big publishing house and I'm right under the president!

How'd you get that great job?

I just told you! Now listen, let's not rush this relationship! But at the outset, there's something I have to know! What's your name?

Duncey! And even though we're rather intimate for people who've only known each other seven minutes, there's something I have to ask, too...

The answer is, "No, I don't have any communicable diseases!" I'm in a very low risk group!

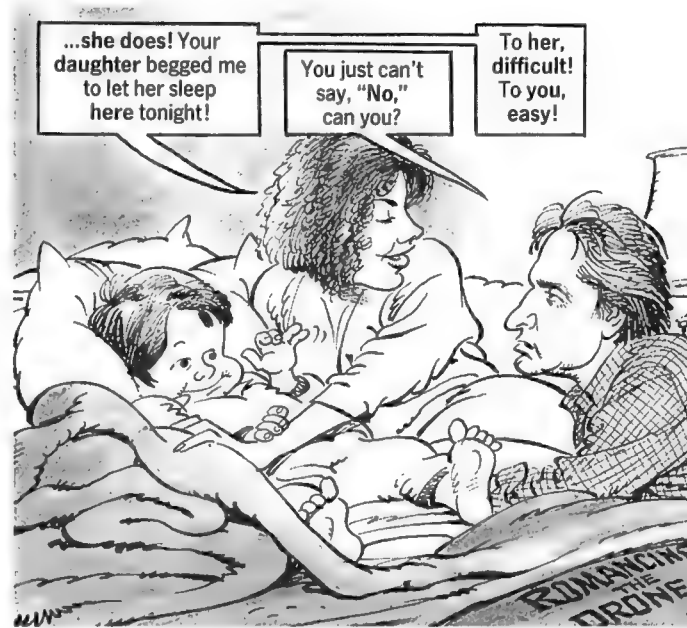
Oh? Which group is that?

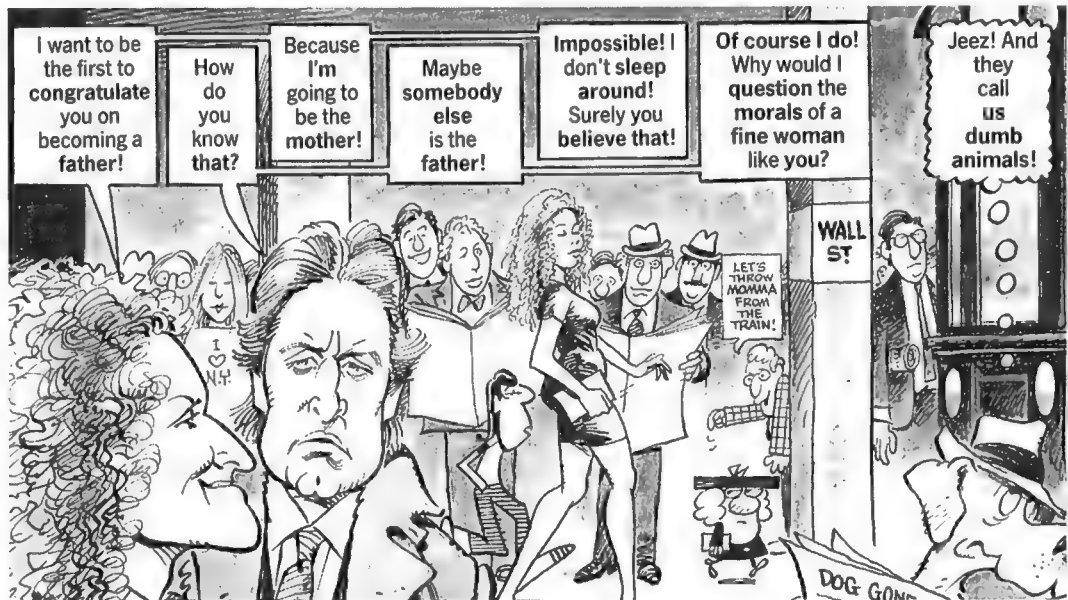
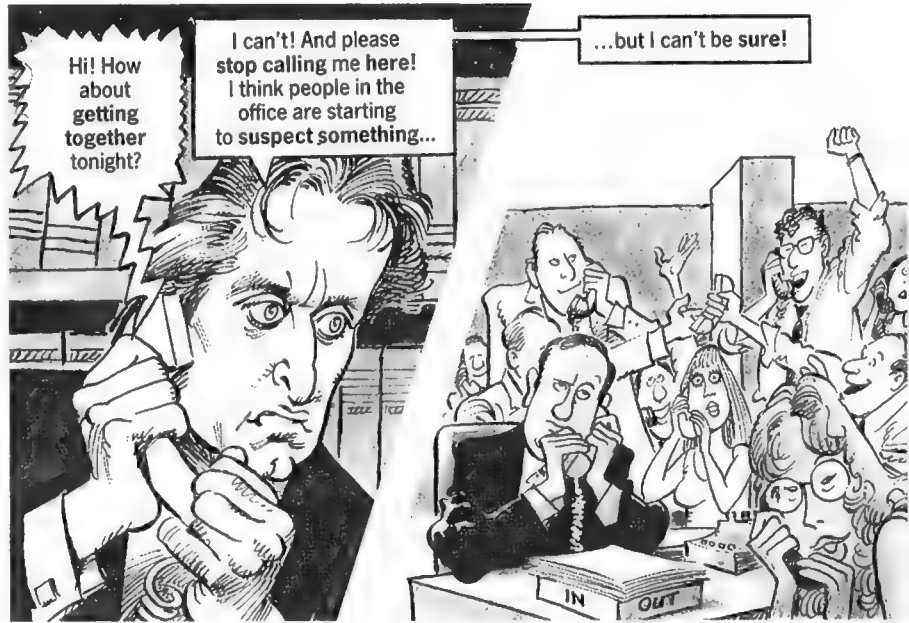
Homicidal maniacs!

I hate watching my master cheat on his beautiful, trusting wife without feeling any pangs of conscience! He's acting like an animal! Not this animal, mind you — me he had fixed! Had he been fixed, it would've saved us all a lot of trouble!



IIIQ:
DRUCKER









Will you leave my family alone? Will you?

I'll answer your question if you'll answer mine!

Alright, what is it?

Would you like to make out in an ambulance?



Notice how this kinky melodrama is slowly turning into a typical gory horror flick? I'm hanging around until the end to see if Jason or Freddy Krueger show up!



I'm leaving! I never want to see or hear from you as long as either of us are alive!



With that nutty babe, we could be talking minutes! By the way, did you notice that his fingerprints are all over that kitchen knife? Just file that bit of info in the back of your minds for now!



I can't believe you got in here! My husband locked all the doors!

Getting in was the easy part! Roaming around in a strange house without being noticed and conveniently finding you alone and defenseless in the bathroom—and too stupid to scream for your husband—this even I can't believe!

Why didn't I bark when she entered the house? Gimme a break! With such an obvious set-up for a bathroom blood bath scene, I was only watching out for Norman Bates!



Are you alright, my darling?

I'm just fine, my love!

Knock it off, loonie tunes! He meant me, his wife! His affair with you is over!

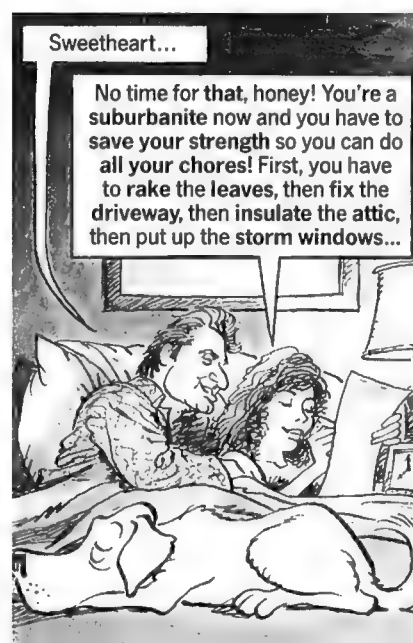
We'll see about that!



Damn, all that blood is going to leave some ring around the bathtub!

I thought she was drowned! How can anyone hold their breath for five minutes?

It's a helluva lot easier than holding your disbelief for an hour and a half!



Sweetheart...

No time for that, honey! You're a suburbanite now and you have to save your strength so you can do all your chores! First, you have to rake the leaves, then fix the driveway, then insulate the attic, then put up the storm windows...



Hoo boy! I think I killed the wrong woman!

Remember the kitchen knife and his fingerprints? Well, forget it! It was just one of the many clues that doesn't mean anything! The biggest surprise in this movie is that there isn't any!

WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ROMANTIC LOVE IS APPEALING, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY MATING!

A▶

WRITER & ARTIST **AL JAFFEE**

◀B

WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ROMANTIC LOVE IS APPEALING, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY MATING!

WRITER & ARTIST **AL JAFFEE**

A▶

◀B

WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.

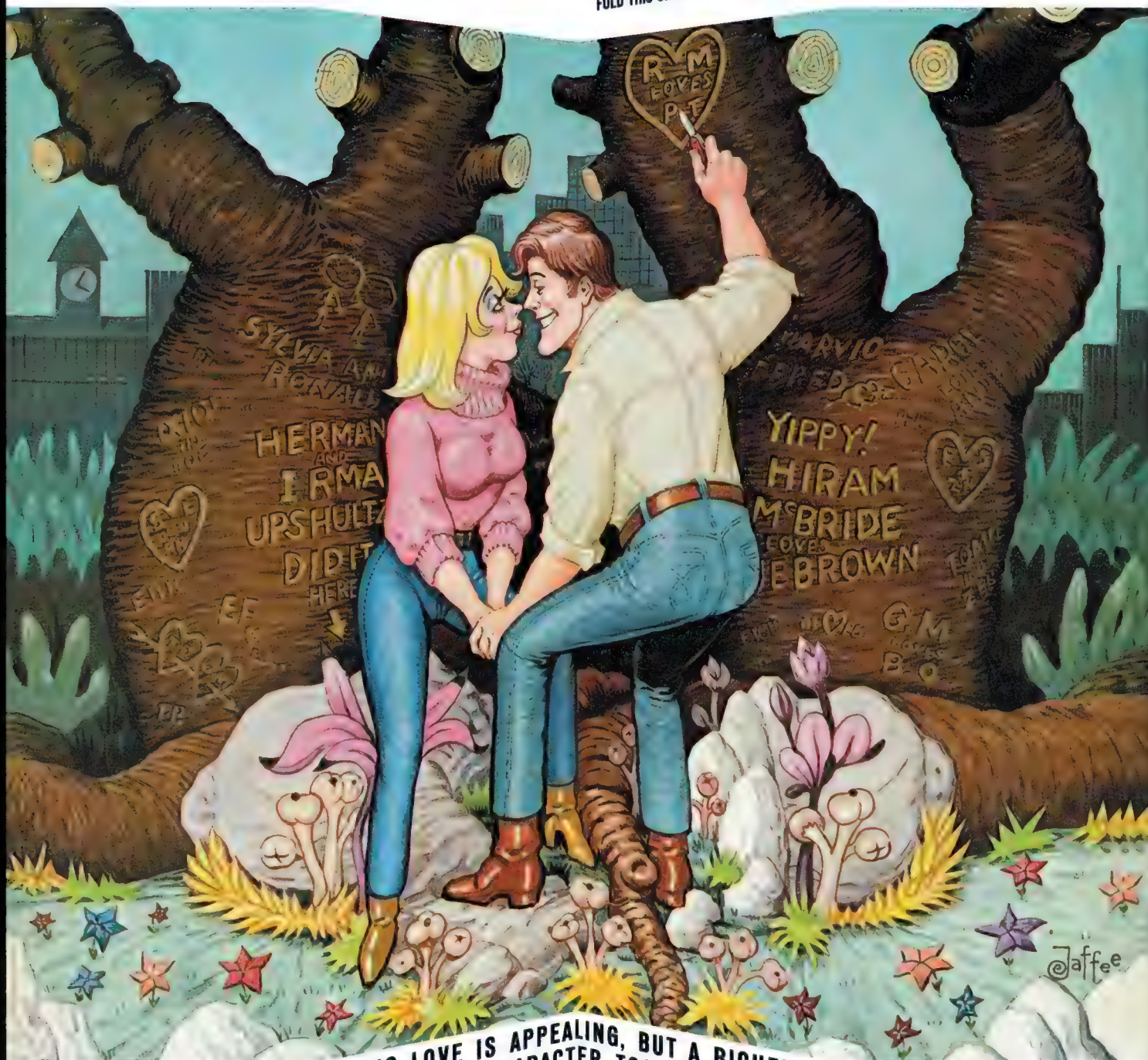


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ROMANTIC LOVE IS APPEALING, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY MATING!

WRITER & ARTIST **AL JAFFEE**

A▶

◀B

WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A▶

◀B FOLD BACK SO "A" MEETS "B"

FOLD THIS SECTION OVER LEFT



ROMANTIC LOVE IS APPEALING, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY MATING!

WRITER & ARTIST AL JAFFEE

A▶

◀B

**WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

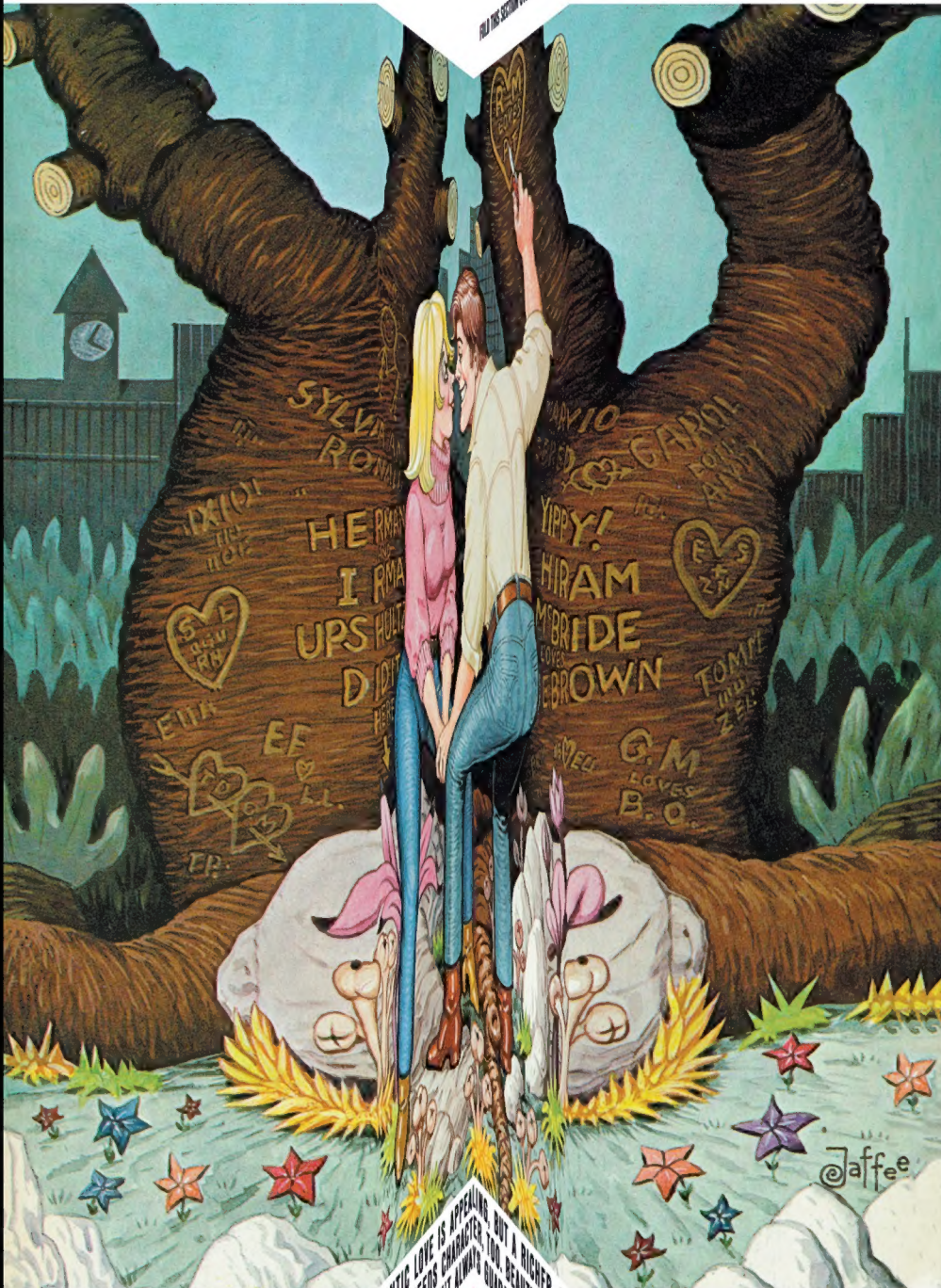
Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A

FOLD BACK SO "A" MEETS "B"

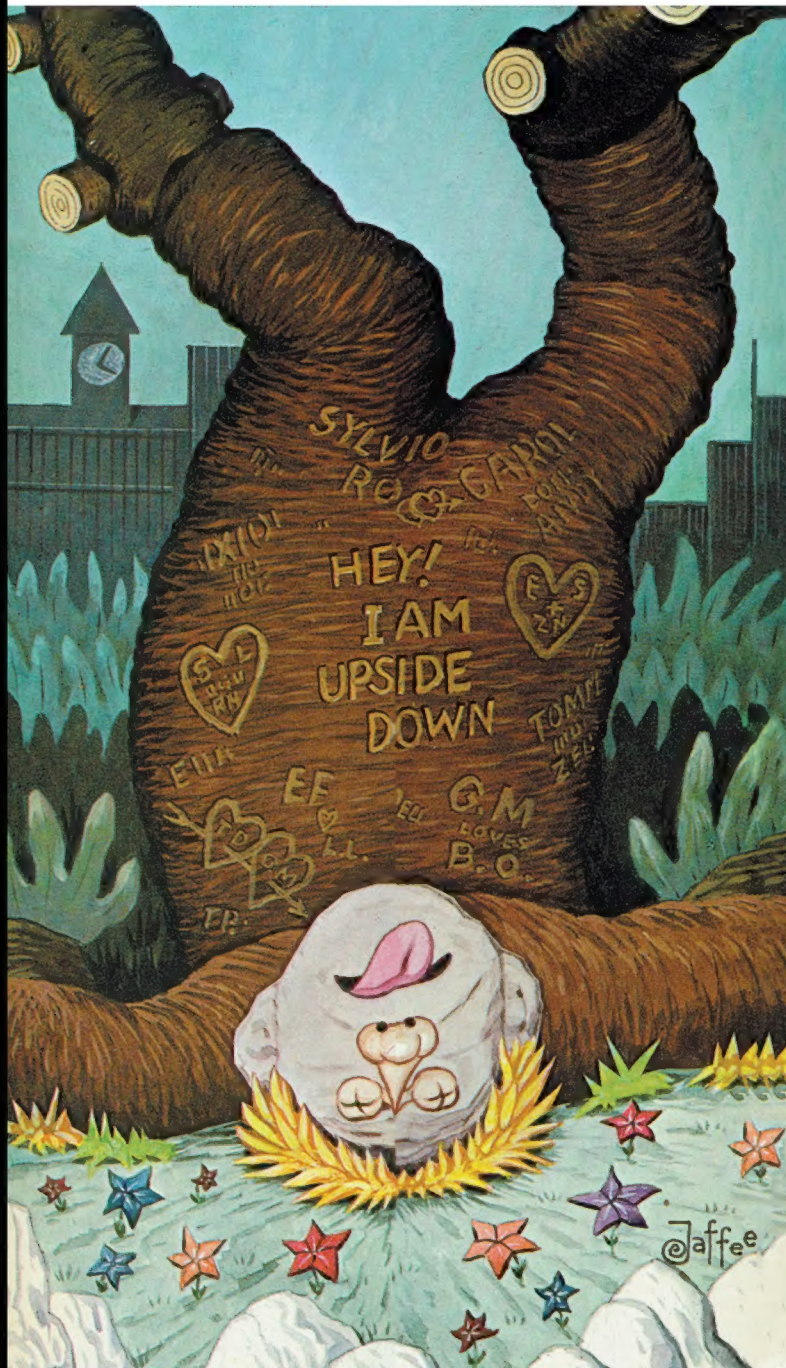


ROMANTIC LOVE IS APPROPRIATE, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY
MATING!

A

B

A **B** FOLD BACK SO "A" MEETS "B"



SKATING!

A▷◁B



MAD